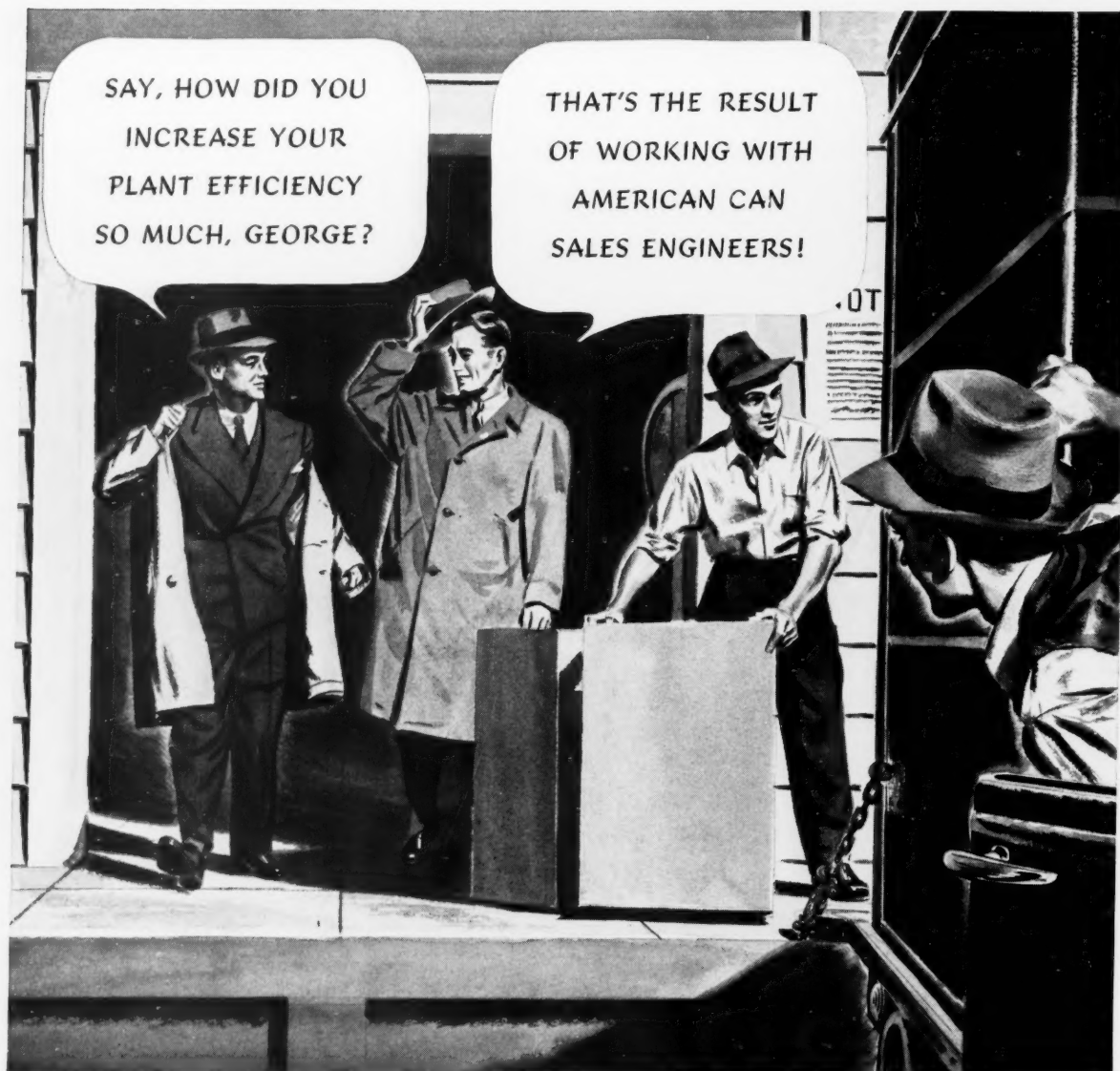


Modern Packaging





Packaging is a business within a business, as you well know, John. So we decided we'd be ahead of the game working with an outfit that can offer us all the cooperation American Can does. One of our first benefits was a consultation with American Can Sales Engineers. Out of that came the innovations in our set-up which have resulted in a 20% increase in packaging efficiency. You ought to see what American Can can do for you."



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



BUSY people are more likely to be susceptible to the wiles of attractive packages than are their more leisurely neighbors. Decorated Phoenix Metal Caps are an aid to package attractiveness. At the same time they furnish ample protection for the product.

PHOENIX METAL CAP CO. *Plants:* 2444 W. Sixteenth St., Chicago; 3720 Fourteenth Ave., Brooklyn
Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco, Los Angeles

Modern Packaging

C. A. BRESKIN, PUBLISHER

A. Q. MAISEL, EDITOR

DECEMBER, 1939

VOLUME 13

NUMBER 4

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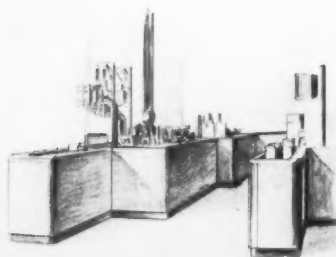


NEXT MONTH

Production men, plant supervisors and advertising and sales departments will all find exciting news in the detailed story of how a major drug products producer has redesigned and rebuilt his plant—streamlining it to improve working conditions and to accommodate and impress visitors.

THIS MONTH

You still have time to enter your newly created packages and displays in the 1939 All-America Package Competition. Wire today for entry blank. And a very Merry Christmas to you all.



At Last

A NEW SHAKER TOP CAN

WITH OUTSTANDING
CONVENIENCE FEATURES!



*Positive snap lock holds top in closed and sealed position. Cans will not open during shipment or on the shelf. Product cannot sift through.

*Positive stop automatically positions slide for sifting. One flick of the thumb of the hand that holds the box is all that is necessary.

*Convenient fingernail grip. Ninety-five per cent of housewife package complaints assail hard-to-open closures. Housewives can have no complaint about this one. It's fool-proof and it always works.

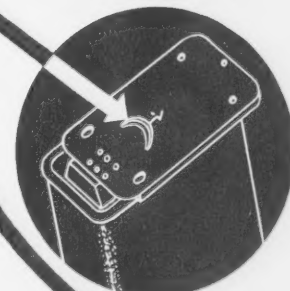
*Full opening stop likewise positive in action. Permits insertion of full size teaspoon and leveling on withdrawal. The slide never leaves the package. It cannot be mislaid or lost.

Some old style shaker tops were good. Some were terrible. But none combined the advantages of sifter pouring with complete accessibility to the product for the consumer.

Now R. C. Can has developed a real one-hand, fool-proof shaker top for fibre cans of rectangular cross section. Without removing the top from the can, the consumer can insert a full size tea-spoon to withdraw a liberal, accurately measured portion of your product.

This new R. C. shaker top can is available in sizes to meet your requirements. It's inexpensive. It's new. It offers heretofore unattainable advantages.

Write today for samples and full particulars.



R. C. CAN COMPANY St. Louis, Mo.

RITTMAN, OHIO

BRANCH FACTORIES
KANSAS CITY, MO.

ARLINGTON, TEXAS

OUR POLICY

*There is no war
as far as we are
concerned.*

*We are here to
serve you. You
can depend on us
to be fair.*

J. Kindleberger

Chairman of the Board

Kalamazoo Vegetable Parchment Co.

KVP

Back of the Can is a Company



YOU may think that the difference in metal containers can only be superficial. But the quality and serviceability of a can does depend upon the character and equipment of the manufacturer. ■ Research

facilities — modern equipment — a great new plant — a strategic location — and a tradition of fifty years service to food and beverage industries — are all back of every individual can produced by this company.

CROWN CAN COMPANY • PHILADELPHIA, PA.

Division of Crown Cork and Seal Co.

BALTIMORE

ST. LOUIS

HOUSTON

MADISON

CROWN CAN

I N D E P E N D E N T A N D H E L P F U L

DECEMBER 1939

5

An Improved, Lighter-weight Line of
"MODERNISTIC"
 Containers for Food Products



OUR "Modernistic" has been one of the most popular food containers ever offered the industry. In redesigning this sparkling glass package, we have kept the appealing beauty, large appearance and ample label space of the Modernistic—and improved it to give you an even finer food container.

Our packaging experts and glass engineers have made the *new* Modernistic lighter in weight, without sacrificing necessary strength at any point. That means lower costs all along the line.

The *new* Modernistic has straight sides, an aid to production-line speed and efficiency.

The *new* Modernistic is made in all popular sizes, offering a means of giving identity to a whole family of products. There is an economical, handsome and convenient O-I closure for every size.

Ask your Owens-Illinois salesman to show you the *new* Modernistic line at once. This gleaming glass package will help you make business fine in Forty! Owens-Illinois Glass Company, Toledo.

COMPLETE PACKAGING SERVICE—CONTAINERS—TUMBLERS—CLOSURES—SHIPPING CARTONS

OWENS  **ILLINOIS**
 GLASS COMPANY
First in Glass

Amazing New STRETCH-WRAP Process

packages odd-shaped products
"skintight"—up to 10 times faster!



WRAPS AND SEALS IN ONE OPERATION — In stretch-wrap machine, heated sheet of Pliofilm stretches to fit around product—a turn forms a self-sealing closure.

HERE is the biggest packaging news in years for all manufacturers of irregular-shaped products that require protection from dust, air, moisture or handling.

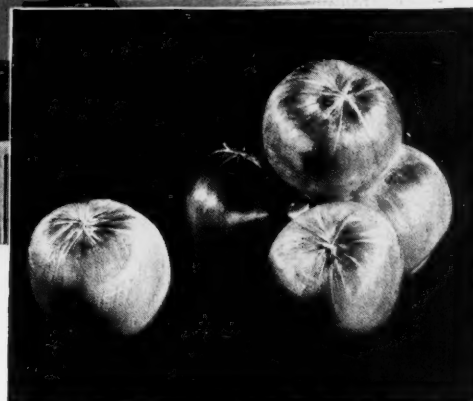
It is a new method of transparent packaging called Stretch-Wrapping that is up to 10 times quicker than present wet-wrap manual processes and effects savings as high as 60% in material costs!

Stretch-wrapping is done with Pliofilm* — Goodyear's exclusive new synthetic, moistureproof, crystal-clear sheet that has the unique property of being extremely stretchable

when heated—and increasing in strength and tear-resistance at the same time.

Due to this stretching ability, an oval cake of soap that requires a 13" x 13" sheet for wet-wrapping can be handled with a 6" x 6" sheet of Pliofilm — and you get a tighter, smoother, seamless, airtight wrap.

Stretch-wrapping is accomplished in one simple operation with the new Pfeiffer-Pliofilm Stretch-Wrapping Machine in which heated sheets of Pliofilm are stretched (molded)



When sealed the Pliofilm wrap contracts to form a skintight, airtight, moistureproof package.

around objects of any shape and sealed at the same time. Let us show you how stretch-wrapping will improve your product's appearance at lower packaging cost. Write Pliofilm Sales Department, Goodyear, Akron, Ohio.

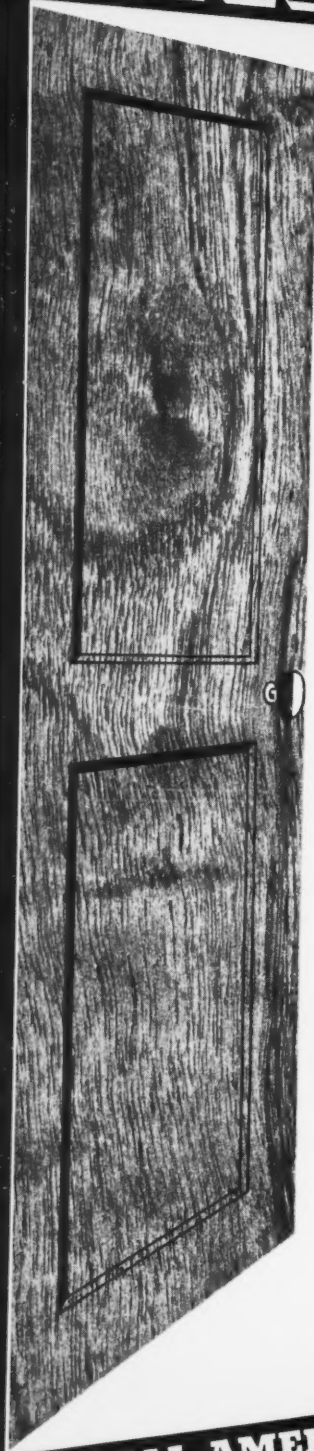
GOODYEAR

*Trade-mark of The Goodyear Tire & Rubber Company



DECEMBER 1939

STILL OPEN . . .



For Last-Minute Entries 1939 ALL-AMERICA PACKAGE Competition

December 30th Deadline

YOU ARE ELIGIBLE

if you used a new package or display in 1939
if you designed a new package or display beginning its use in 1939
if you supplied materials or machinery for any package or display first used in 1939

NO ENTRY FEES

You may enter as many packages or displays as you have eligible. No fees or obligations of any kind.

Some Advantages of Participating

Millions of readers of magazines and newspapers throughout the country will see and read about the winners. Sound and color motion pictures, full length, will be shown in hundreds of cities to hundreds of thousands of people during 1940. All entries on permanent display at the offices of MODERN PACKAGING in New York City. This display is visited by thousands of important people every year. Traveling displays take the winners to all parts of the globe.

You can take advantage of these and many other sales-building services, absolutely free and without obligation. There's a world to gain and nothing to lose!

So write, wire or phone your entry and express or parcel post your packages and/or displays to us immediately. December 30th is the deadline.

1939 ALL-AMERICA PACKAGE COMPETITION
Sponsored by MODERN PACKAGING
Chanin Building—122 East 42nd St., New York



FASHION

Taking our note from Nature—and the Fashion
Fashionette.

Can true jewelry, so pleasing, be so
fitted to last for decoration, retaining the full

This endeavor to express on gold metal for
combines the talent of Artists, Engineers
this purpose. The opportunities that offer
tops, wraps and souls are limitless, and
years to contribute much towards this end.

—FASHIONETTE.

DESIGNING—ENGRAVING—

RICHARD A. M. K.
52 EAST 1915 STREET

Phone 11100

CHICAGO

A. J. ANDERSON

400 West Superior Street
Chicago 11

CHICAGO

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1129 Jackson

Madison

IN HIS BUSINESS
Tightly Sealed Protection
MEANS *Life* ITSELF...



In Your Business
"SEAL-TITE LEVER-RING CLOSURES"
will protect Your Product

SIMPLE · STRONG · NEAT



EASY ON . . . Easy Off—with absolute air-tight, leak-proof sealing of the contents at all times—these are the advantages which the new Wheeling **SEAL-TITE LEVER-RING CLOSURE** gives to Wheeling Steel Containers. Note the easy operation, and the strength and sturdiness of its simple lever action. Note also the streamlined design that becomes an integral part of the package without detracting from its lithographed decorations; flat top, free from obstruction—permits nesting and the use of covers with pouring equipment. These containers pass all requirements of ICC-6D-80 specification.

There's a Wheeling Container, in 1 to 70-gallon sizes, to exactly suit your packaging needs. Tell us what you pack, and we will gladly submit suggestions.

WHEELING
CORRUGATING COMPANY

General Offices: Wheeling, West Virginia

DECEMBER 1939

9



COLLAPSIBLE TUBES UNITAINERS

DECORATING MACHINES

SUN TUBE CORPORATION
HILLSIDE, NEW JERSEY

KIMBLE GLASS VIALS

for **UNIFORM
PERMANENT**

TRANSPARENCY



Nothing else equals the natural, lasting **TRANSPARENCY** of **REAL GLASS**. Brilliant Kimble Vials—fabricated of the highest quality glass, *permanently* retain this natural transparency and "packaging value."

Sample and package your products the **MODERN** way—in **KIMBLE GLASS VIALS!**

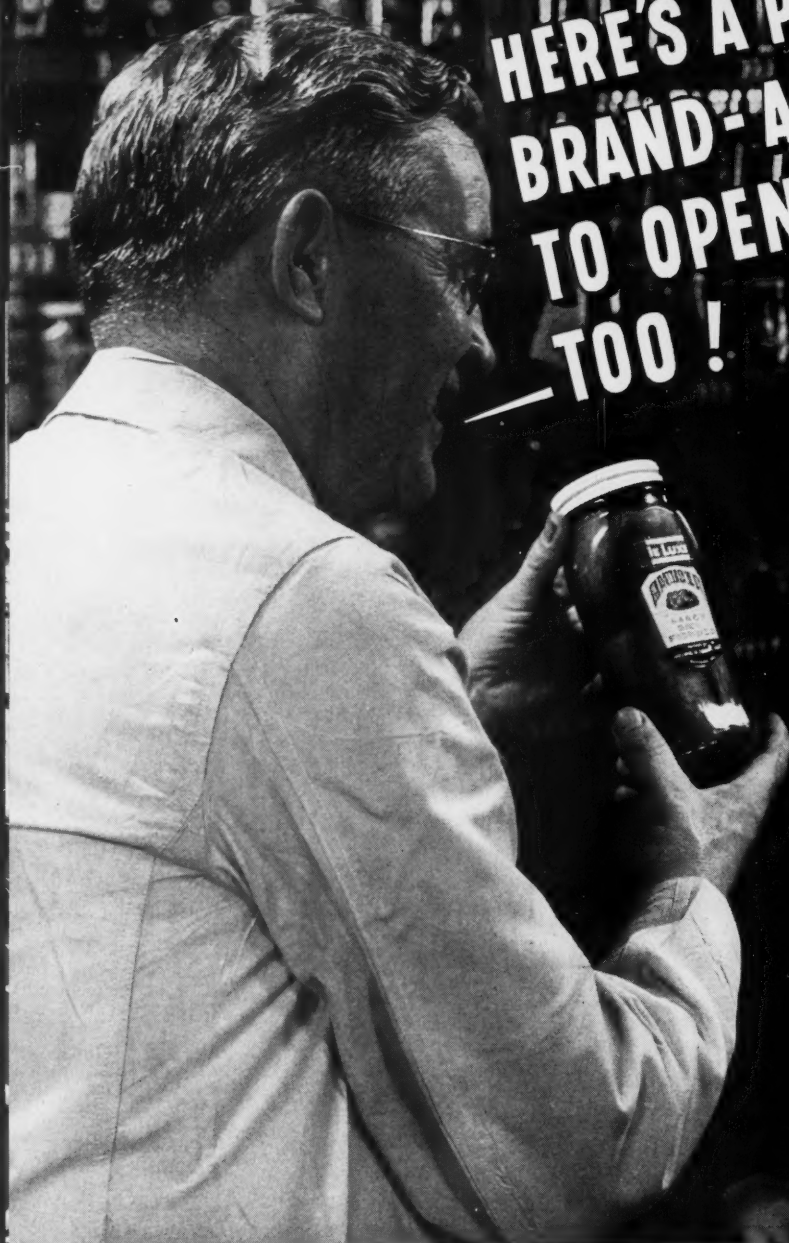


• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

HERE'S A POPULAR
BRAND - AND EASY
TO OPEN.
TOO!



It's mighty easy to sell another brand to a dissatisfied consumer! . . . And the dissatisfaction doesn't have to be very serious. There may be something about the package that she doesn't like. The cap may be hard to remove, the label may be stained by slow leakage, or the quality of the product might be impaired due to faulty sealing. ♦ You know, it's surprising how many of these "One-Timers" there really are, switching from one brand to

another. That's why CCS Closures are designed to win and *hold* consumer acceptance. They are your assurance that, as far as the cap is concerned, there will be no dissatisfaction with your package.

CROWN CORK AND SEAL COMPANY

World's Largest Makers of Closures for Glass Containers

BALTIMORE, MARYLAND

IN THE LONG RUN —
CROWN CLOSURES COST LESS..



SCREW CAPS
LUG CAPS
VACUUM CAPS
DOUBLE SHELL CAPS
CAPPING MACHINERY
VPO CAPS
MASON CAPS
CROWNS



YOU CAN JUDGE A MAN BY HIS FRIENDS

It is certainly true that you can judge a man by the company he keeps — and this is equally true when applied to firms in business. Find out the customers that a company is serving, and you will get a pretty good idea of that company's ability to also be of value to you.

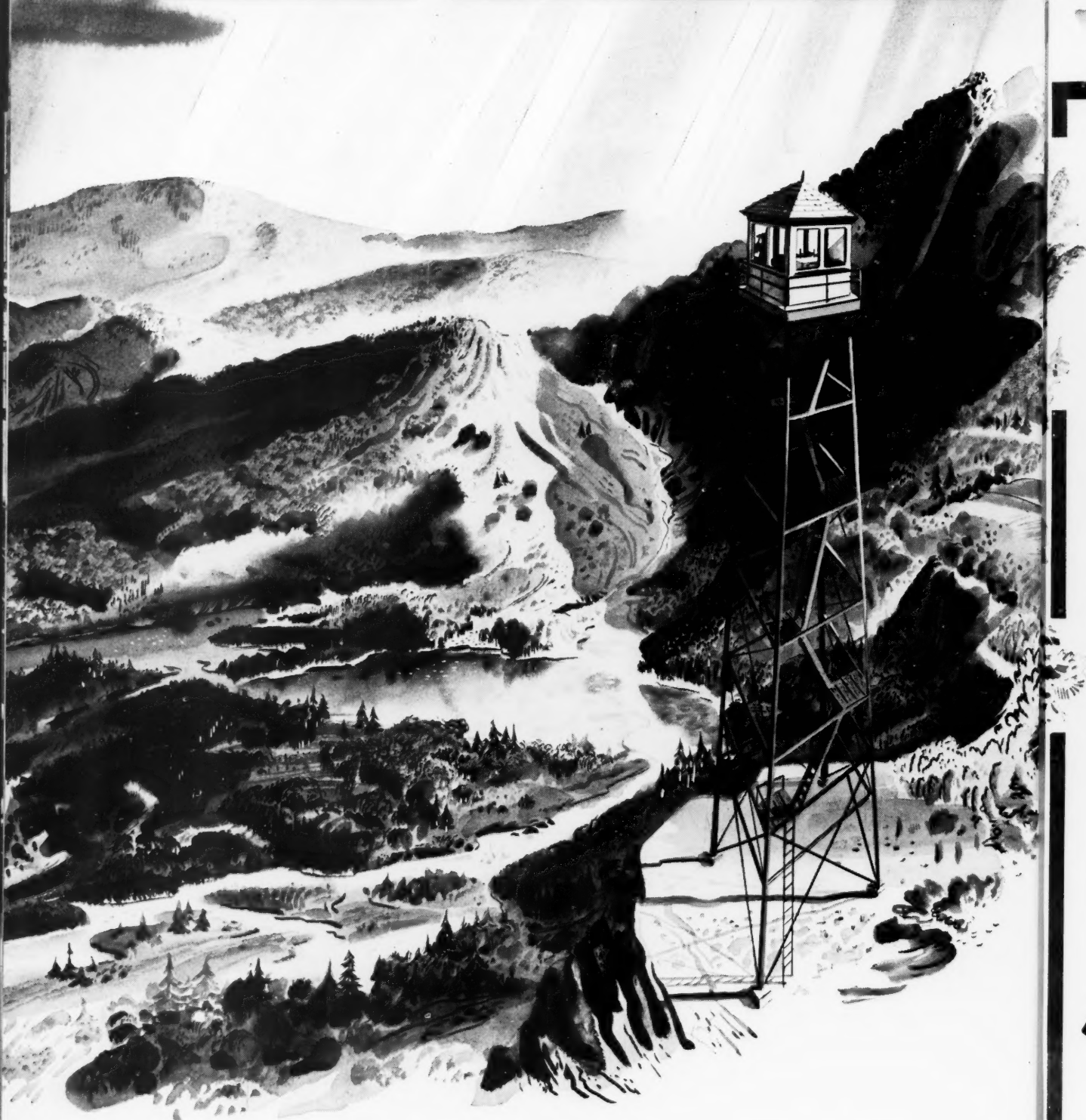
We think it applies particularly to Riegel Papers, for they have been adopted by leaders in almost every field. Your own packaging problem may resemble one of theirs — or it may be strikingly different — but in either case, our broad manufacturing experience and exceptional facilities should assist in giving you what you want from a combined standpoint of protection, appearance, production efficiency and economy. Write us today.

Riegel Papers

RIEDEL PAPER CORPORATION 342 MADISON AVENUE, NEW YORK, N. Y.



COMPLETE RESPONSIBILITY



● Perched atop a 200-foot spider of steel sits the Forest Ranger...master and guardian of a million acres of sun-scorched timber...constantly watching for the first faint spiral of smoke which may spell irreparable loss...His is the *Complete Responsibility* for protecting Nature's unspoiled treasures.

● *Complete Responsibility* is also important when selecting a source for your containers and closures. When you choose a single, dependable source of supply, you eliminate the endless worry and detail that comes with scattering your shots—buying from many suppliers instead of placing Complete Responsibility for all your requirements with Anchor Hocking.

We've earned this reputation for responsibility—earned it by years of experience, years of doing the same jobs well, fast and often. This experience that backs Anchor Hocking's packaging engineers is ready to go to work for you...without the slightest obligation. Experts in packaging research, design and merchandising are ready to prove to you that glass can do your packaging job better.

Take advantage of these services that Anchor Hocking offers to packers. We're ready to assume Complete Responsibility. May we discuss your packaging problems with you?

ANCHOR HOCKING PRODUCTS AND SERVICES

P & P WARE

FOOD CONTAINERS

LIQUOR & WINE BOTTLES

BEER AND BEVERAGE BOTTLES

THIN-BLOWN PACKERS' TUMBLERS

GLASS PREMIUM WARE

TABLEWARE

HOTEL, BAR & RESTAURANT WARE

GLASS FOR INDUSTRIAL USES

CLOSURES:

metal and molded; airtight and vacuum; friction, screw and lug types

AMERSEAL NOZZLES—

for cans containing liquids

SEALING MACHINES—

hand, foot and semi-automatic types

PROCESSING EQUIPMENT—

for processing glass-packed products

RESEARCH & ENGINEERING STAFF

EXPERIMENTAL & TESTING LABORATORIES

DESIGN SERVICE

ANCHOR HOCKING GLASS CORPORATION
Lancaster, Ohio

Closure Division: ANCHOR CAP & CLOSURE CORPORATION,
Long Island City, N. Y. and Toronto, Canada

ANCHOR HOCKING GLASS
-an unbeatable combination- CAPS



These attractive lightweight tumblers are stock items. The 1500 line (plain) is available in 5 capacities and the 2500 line (fancy) in 8 sizes. Containers are sealed with Anchor "T" Caps.

*Invitation to an
Important Unveiling*

1940 PACKAGING CATALOG

Monument of Packaging Research and Information

Brand-new, completely revised to encompass thousands of new ideas, hundreds of new methods, scores of new machines, new processes; in short, an indispensable up-to-the-minute catalog of our most rapidly changing industry.

534 thumb-indexed pages. Scores of authoritative articles on all phases of packaging.

Handsomely bound, cross-indexed. You will be consulting it all year long. Price per copy: \$2.50.

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PACKAGING CATALOG

122 EAST 42nd STREET

NEW YORK, N.Y.



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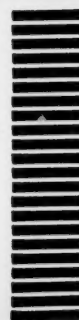
BUSINESS REPLY CARD

First Class Permit No. 2656 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.





The Kits Boxes Say . . .

"WRAPPED IN SYLVANIA* CELLOPHANE"

THREE new "FAIR PLAY KITS"—Going over in a big way! A Big Penny's Worth—Different, Delicious, Refreshing, and kept Lastingly Fresh and Flavorful because they are wrapped in SYLVANIA cellophane. (When candy is wrapped in SYLVANIA cellophane that is the manufacturer's assurance to the dealer and to

the consumer that the product is maintained in prime condition, and its goodness retained, just as when it left the manufacturer's plant. (When a wrapper of specially printed SYLVANIA cellophane is used, it adds additional sales appeal and advertising value to brand or trade name. (Name of printer upon application.)

Manufactured since 1929 by

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Office: 123 E. Ohio Street, New York

Works: Fryingburg, Va.

Representatives:

Wm. L. Brown & Co., Inc.

123 E. Ohio Street, New York

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123 E. Ohio Street, New York

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123 E. Ohio Street, New York



Agents:
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123 E. Ohio Street, New York

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123 E. Ohio Street, New York

Wm. L. Brown & Co., Inc.

123 E. Ohio Street, New York

Wm. L. Brown & Co., Inc.



YOUR PRODUCT MUST PUT ITS

Best Foot Forward

IN TODAY'S

HIGHLY COMPETITIVE MARKETS

HYGIENIC
CELLULOPLASTICS
HYCLOID • NEOCELL
CLEARSITE

If you could be behind the counter of every store that sells your product, your sales worries would be over. But you can't! Once it leaves your plant your product must sell *itself* except for the help you give it through packaging, advertising and display.

Hygienic Containers are the next thing to personal salesmanship. **BEAUTIFUL**—they command attention on shelf or counter. **UNBREAKABLE**—they insure your product during shipment, sale and use. **LIGHT-WEIGHT**—(80% lighter than glass) they save on every shipment. They give eye-appeal to any product

through **Color** (any color or color combination is possible), through **Transparency** (visual selling), or **Opacity** (you can print right on the package without extra label).

We have added "silent salesmanship" through packaging to hundreds of products for dozens of companies. We can do the same for you. Just tell us what it is and we'll package it for modern selling in a Hygienic Tube, Vial or Container of Hycoloid or Clearsite. Samples and all particulars are available to you — just drop us a line, on your letterhead, please.

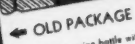
Hygienic

TUBE & CONTAINER CORP.

EXECUTIVE OFFICES AND FACTORY: 46 AVENUE L, NEWARK, N. J.
N. Y. Sales Office: 626 Fifth Avenue, New York, Tel: CI 6-2425

DECEMBER 1939

17



Market Areas and Marketing Conditions
The Bristol-Myers Co. markets Vitale throughout the United States and in Cuba, Hawaii and Canada. The product is sold through barber supply houses and direct to the larger barber shops and to chains.

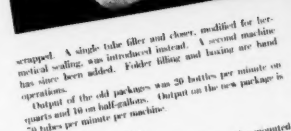
The chief purpose of the package change was (1) to provide a means to insure that barber shop customers receive the genuine product and (2) to provide the barbers with a sales unit on which they could definitely determine their cost and profit.

The cost of the individual application container is substantially greater than that of the previous container. In spite of this, the cost to the barbers per application is only slightly, if at all, higher. The additional cost has been absorbed by the manufacturers. The additional cost to the consumer that the barber must factor in as compensating for the greater product. The consumer, in turn, is getting a more effective product. The individual application container is a substantial growth in the drug store business, and it is an increase in barber shop of package.

This self-tinting-decoloring cream, shampoo, and hair, media. This advertising utilizes newspaper, magazine and radio. Media advertising is available to barbers on request.

Modern displays are available to barbers in a variety of package programs.

Comparative Package Data (Cont.)



Sales Achievements The old container was used through 1936. Sales mounted rapidly during 1937 and, at a somewhat slower rate, in 1938. At present they are reported to stand at 250 per cent of their former level.

Comparative Package
Old Package: A quart size dispensing bottle with a spray. Half-gallon containers for rolling purposes. Both shipped with single shell lithographed screw caps and viscous seals. Lithographed labels.
New Package: 50 half-ounce tubes, \$4.75.
50 half-gallon cans, \$3.50.
50 half-gallon cans each per shipper.

The new package is reported to completely eliminate the formerly difficult glass breakage problem associated by the old package, quart, 8.75-oz half-gallon, per shipper.

Present Package: A collapsible tin tube, hinged and with patented opening device. Packed in specially designed chipboard folders, ten tubes to the folder. Five folders (50 tubes) per Brightwood box form the sales unit.

Present Package
and with patented opening device,
signed clipboard folders, ten tubes to the folder, 100
(50 tubes) per Brightwood box form the sales unit.

old bottle filling, coppering

Dr. West's Tooth Brush—
Weeco Products Co. Inc.

Vitalis Hair Dressing—
Bristol-Myers Co.

Green Giant Peas—Leo Bur-
nett Co.

Carter's Ink—The Carter's
Ink Co.

Palmolive Shave Cream—
Colgate-Palmolive-Peet Co.

Duff's Cake Mixes—P. Duff &
Sons, Inc.

Eagle Pencils—Eagle Pencil
Co., Inc.

Bromo-Seltzer—Emerson
Drug Co.

Ex-Lax—Ex-Lax, Inc.

Fitch's Ideal Hair Tonic—
The F. W. Fitch Co.

Gulden's Mustard—Charles
Gulden, Inc.

Higgins' Ink—Charles M.
Higgins & Co., Inc.

Hoffman Club Soda—Hoff-
man Beverage Co.

Johnson's Wax—S. C. John-
son & Son, Inc.

All-Bran Cereal—Kellogg Co.

Listerine Tooth Paste—Lam-
bert Pharmaceutical Co.

Lifebuoy Soap—Lever Bros.
Co.

Flavoring Extracts—McCor-
mick & Co., Inc.

Murine—The Murine Co.,
Inc.

Necco Chocolate Pepper-
mints—New England Con-
fectionery Co.

Sheaffer's Skrip Ink—W. A.
Sheaffer Pen Co.

Shefford Cheese—Shefford
Cheese Corp.

Tennis Balls—A. G. Spalding
& Bros., Inc.

Sterling Salt—International
Salt Co., Inc.

Swift's Premium Bacon—
Swift & Co.

Del Monte Peas and Peaches
—California Packing Corp.

2-in-1 Shoe Polish—Hecker
Products Corp.

Minute Tapioca—Minute
Tapioca Co.

Easter Egg Colors—Farr Dye
Co.

Rem—Maryland Pharma-
ceutical Co.

\$2.50

case-bound—beautifully printed on fine
paper—over 200 illustrations

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**THE MOST VITAL BOOK EVER
WRITTEN ON PACKAGING!**
You NEED

**This Laboratory Analysis of 100 ACTUAL PACKAGE RE-
DESIGNS by 100 of the Country's Leading Package Users.
PRICELESS EXPERIENCE YOU CAN APPLY TO
YOUR PACKAGING PROBLEMS**

This is the book you've been waiting for if you buy packages or make them, or supply the materials or machinery that go into them. Here are the facts that will save you time, money, trouble. Armed with this wide range of experience, you can attack your packaging problems, confident that you will solve them correctly.

You will find facts and figures, in each instance, of how and why these famous packages were changed, of real and comparative costs, before and after photos to point the moral; *accurate* production data, market data, shipping data, sales data, design data.

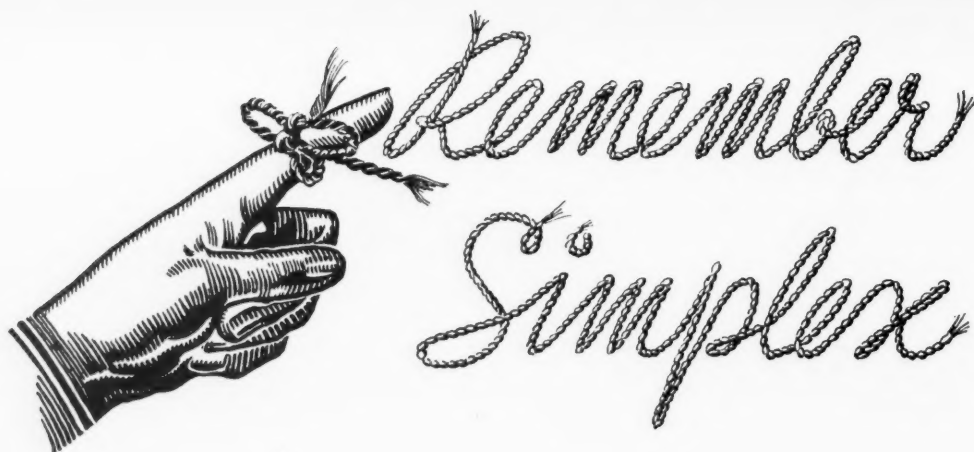
And the *general* lesson is drawn from this wealth of experience as only the thoroughly experienced staff of Modern Packaging could draw it.

MODERN PACKAGING

BRESKIN PUBLISHING CORPORATION

Chanin Building, 122 E. 42 St., New York

Write now and reserve your copy. It will be
mailed to you immediately upon publication.



YOU GAIN WITH SIMPLEX BOXES

SAVE TIME — With boxes that are quickly erected!

SAVE STORAGE SPACE — They come to you in the flat!

SAVE IN INVESTMENT — They require no equipment to erect!

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Do shoppers go for these Federal Sprayers (and other Federal dispensers)? Ask Socony-Vacuum, Shell, Jergens, Campana, Kroger Grocery, O'Cedar.

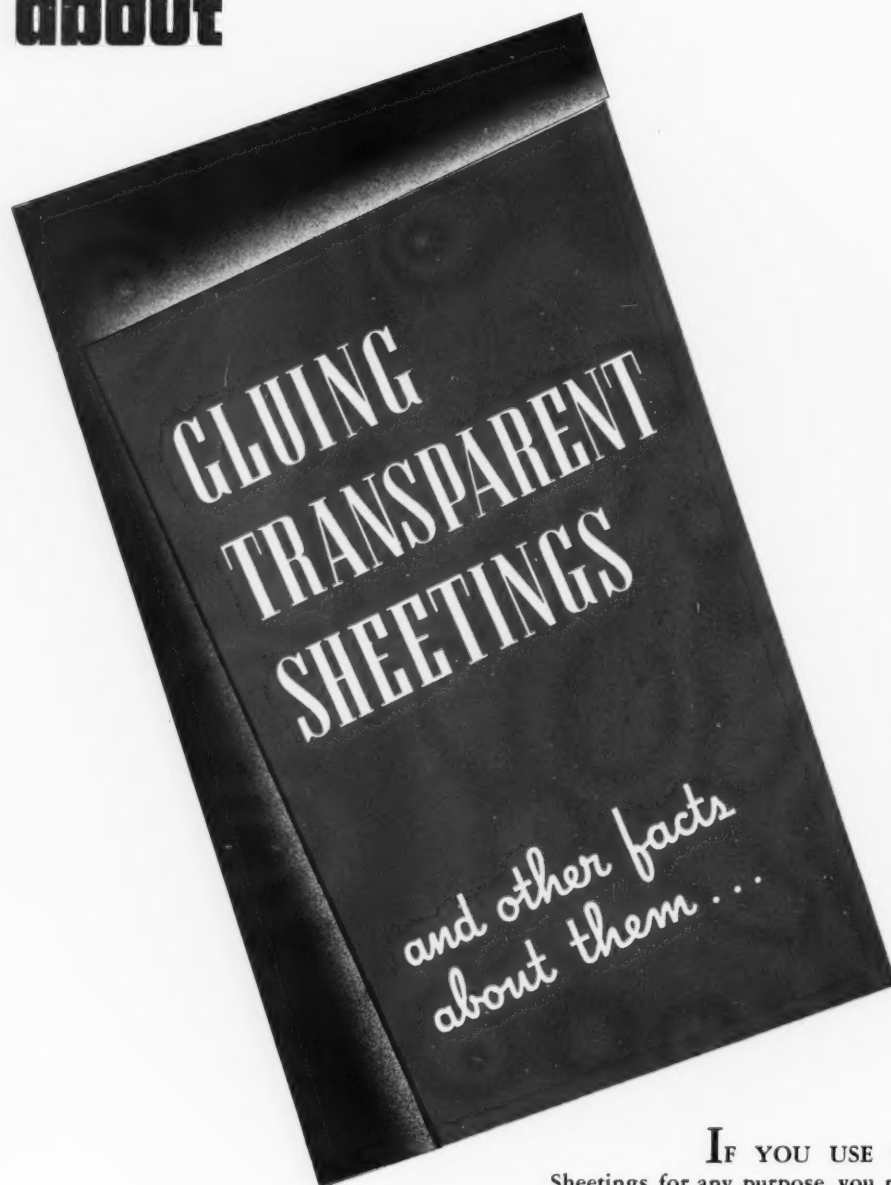
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MODERN PACKAGING



PLASTIC BELTS—PLASTIC BOXES

New transparent vinyl accessories are packaged and displayed in transparent-topped boxes

One of the first plastic applications was in the wearing apparel field in the form of the long-forgotten celluloid collar, but as the plastics industry developed, apparel uses were more or less forgotten, while chemists and manufacturers explored the many industrial possibilities of these remarkable new materials. Today, however, the newer plastics are being adopted increasingly for apparel purposes as materials of articles for clothing. Plastics are not considered as mere substitutes, but are being utilized because they offer qualities and appearance values not to be found in any other materials.

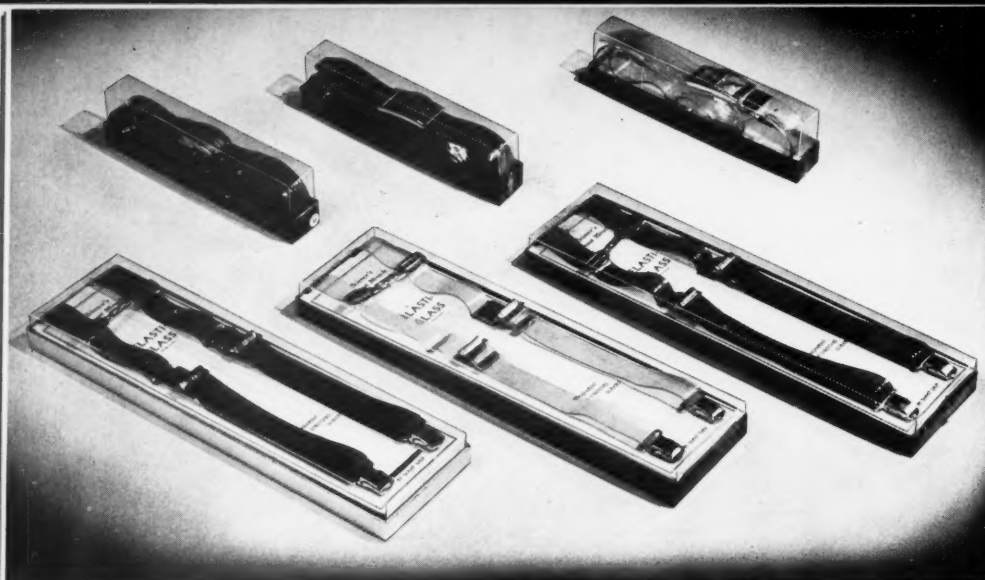
By no means the only recent example of this sort, but an outstanding one because it establishes so striking a contrast with past practices, is the recently introduced line of belts, garters and braces placed upon the market by S. Buchsbaum & Co.

This firm has utilized one of the newer plastics, a copolymer vinyl acetate and vinyl chloride of light molec-

ular weight available as a sheet material in transparent water white and tints and in a wide range of translucent and opaque colors. The material is readily fabricated and, in addition to its novel and attractive appearance, it has a high degree of elasticity which makes it particu-

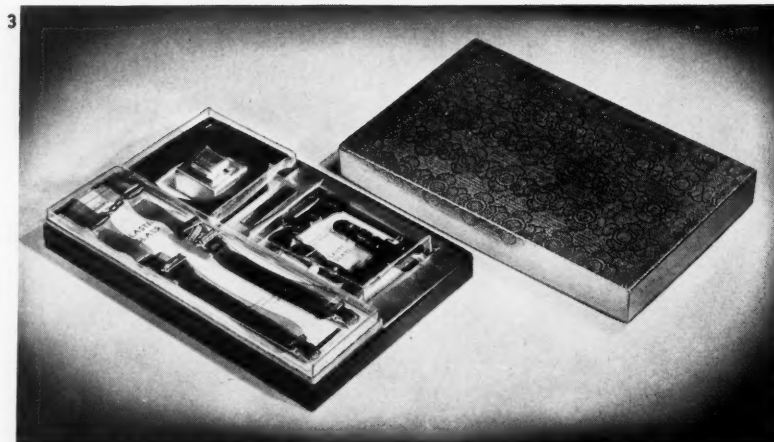


1. Three of the new packages developed as package-displays for Elasti-Glass belts and garters.



2

2. Elasti-Glass braces—made of a vinyl sheet material developed by the Carbide & Carbon Co.—are displayed on cards set in set-up paper boxes with transparent hoods. Thus the consumer can see the product and its transparency without opening the package. 3. The Elasti-Glass gift set consists of three of the smaller packages housed in an embossed, foil covered paper box of set-up construction.



3

larly suitable for use in the belt, brace and garter field. Another outstanding advantage is the ease with which it can be rendered free from soilage and its resistance to wear. The material is not only tough but—since the color runs all the way through—any abrasion that does occur is not visible to the eye.

To introduce the new product to the public—under the name Elasti-Glass, S. Buchsbaum & Co. has logically utilized a series of transparently covered packages which permit a full view of the product on display. It is interesting to note at this point that these transparent coverings are made from another plastic sheet material, cellulose acetate, and that therefore the new product represents two contributions of the plastics industry.

Garters and braces are arranged for packaging on cards which carry suitably printed messages and identifications. These cards are inserted into package bases of set-up box construction and the transparent hoods complete each unit. Belts are coiled and thus require no display cards, fitting neatly into their paper bases. Trans-

parent hoods here permit both a top and side view of the product.

A set designed to sell three units of the new merchandise—belts, braces and garters—for gift purposes has also been developed. This consists of a telescoping set-up paper box with embossed foil covering on the lid. When the lid is removed for display purposes, the three items are disclosed, each separately housed under a rigid transparent hood. The unit packages may be withdrawn from the base of the gift container.

The Elasti-Glass packages were first introduced to dealers and consumers during October of the current year. To date, they have achieved a very wide distribution and enthusiastic reception, it is reported, both from the trade and the ultimate consumer. The novelty of the product has, of course, earned the company a great deal of publicity and this has been actively followed up by advertising in consumer publications and apparel trade journals.

Elasti-Glass containers made by W. C. Ritchie & Co.

BREAKING THE BREAKAGE BUGBEAR

In which Davis & Geck, Inc., find that a specially designed box eliminates the breakage of its surgical suture vials

Surgical catgut must be carefully protected from contamination, moisture and abrasion. It is, therefore, marketed in sealed ampoules, breakage of which in transit is ruinous, because the tubing fluid is then lost and the carefully sterilized suture within it contaminated. Even the slightest fracture of the protective glass wall is sufficient to put the product under suspicion and make it unusable in the human body.

Davis & Geck, Inc., manufacturers of surgical catgut, had a breakage problem on their hands which they naturally wanted to eliminate. The package in use when the breakage bugbear was taken into consideration was a set-up box which was so constructed as, it was hoped, to afford maximum protection for the product. A double wall construction was used, the inner container forming a shoulder upon which the partially telescopic

lid was positioned. Two paper inserts, so corrugated as to receive six ampoules each, were inserted in the suture vial container.

Despite the fact that the construction of the box was strong, breakage was found to be high enough to pose a definite problem. Thus a new type of suture vial box was sought and eventually found. The newly designed box eliminates the double base construction since the manner in which the vials are positioned in the container makes this unnecessary. The ampoules nestle securely in individual cardboard tubes, cushioned at the top with a resilient pad. Thus each vial is protected, the individual tubes forming a sturdy partition between each of the twelve ampoules. An interesting feature of the new container is a patented lid hinge construction which gives ready access to each (Continued on page 94)

Right: The newly designed suture vial box which holds each ampoule securely in individual cardboard tubes, thus eliminating breakage. Note the patented hinge construction which permits easy access to the vials. Below: The old box with double base construction and paper inserts to hold the vials in position. This box was more expensive to manufacture, was harder to fill and did not protect the vials against breakage in transit.



Packaging



1. Oval-shaped bottles in quart and pint sizes are the new members in the Carters Ink Co. line for the merchandising of inks. The private mold containers with concentric rings are unusual in design, the bottle shape and decorative elements providing a non-slip, easy grip. The bottles are equipped with a directional pour-out feature, enabling the user to fill small ink containers with ease. The lower band on the labels designates the particular type of ink, while the upper section of the band carries an illustration which likewise ties in with the ink type. Thus tropical fish appear on the labels for washable ink, geese flying across a sky, signifying a permanent ink, etc. Each label is printed in colors to correspond with the shade of ink in that particular package, making each ink product quickly distinguishable. Bottles by the Hazel-Atlas Glass Co. Bakelite cap for end of pour-out by Colt's Patent Fire Arms Mfg. Co. Rubber pour-out by Ohio Rubber Co. Labels by the Dennison Mfg. Co.

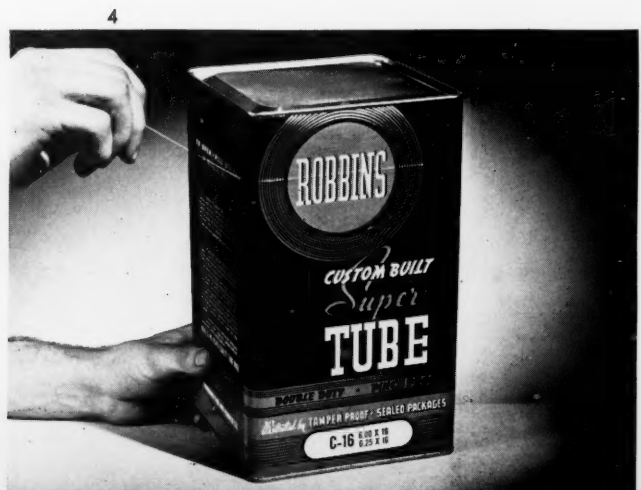
2. A talking teakettle points out sales features on the sides of a corrugated container which serves as sales package as well as shipper for the Electromaster automatic teakettle. A linen weave pattern serves as background for the two color black and red design. Illustration on the box top shows how easily the cord is plugged into an electric outlet. Carton produced by The Hinde & Dauch Paper Co.



3. Montgomery Ward & Company's Quikleen Liquid Dentrifice makes its appearance on the market in a stock bottle which has some interesting features. The broad base eliminates tipping over of the bottle and the vertical grooves on the sides of the container provide not only decorative elements, but a sure grip as well. Two plastic closures are utilized, one to seal the bottle mouth, the other to seal a small opening which permits the pouring of a few drops of the product at a time. Thus the bottle may be easily filled on the production line and the consumer is, at the same time, provided with a unit which is convenient to use. Bottle by the Maryland Glass Corp.

4. Robbins Tire & Rubber Co. inner tubes reach the consumer in a tamper-proof container. The fibre can with tin ends is equipped with a string opening device. Once the string is pulled and the can opened, the container cannot be re-sealed. Thus a factory fresh product is assured the consumer, tampering, handling and soilage being eliminated. Container design on front and back panels employs a poster-type layout, permitting visibility from a considerable distance. Side panels are given over to a message concerning the product. Instructions for opening the pull string container are plainly printed on the label. Produced by the Sefton Fibre Can Co.

5. By the simple addition of a Santa Claus face on the top of their regular cotton picker package, Bauer & Black have produced a clever gift container. The protruding cotton fluff forms a snowy white beard for Santa and the provision of space for the insertion of the names of the recipient and the donor of the gift adds to the holiday atmosphere. Container by W. C. Ritchie & Co.



Pagant

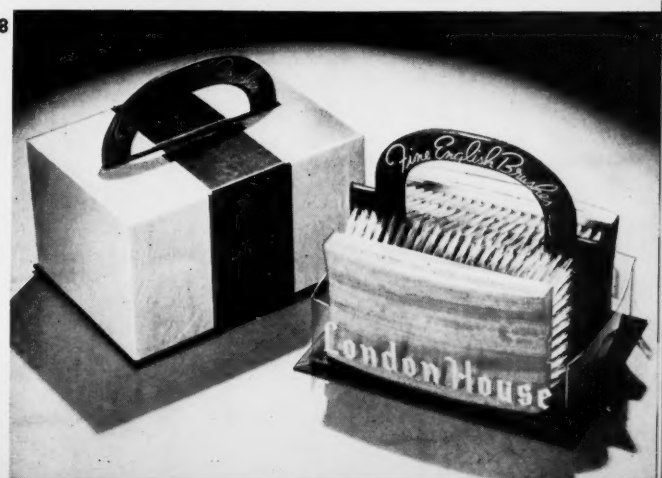
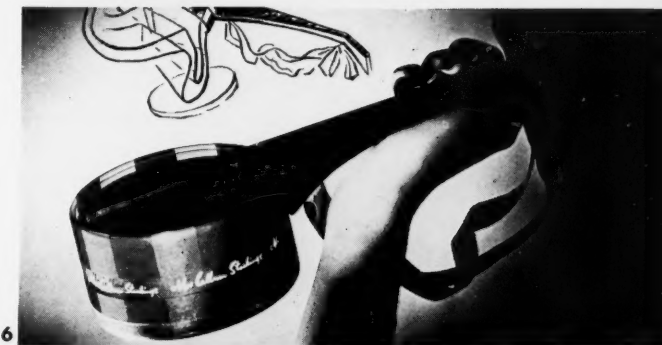
6. Specially planned to hold McCallum stockings in the new "Banjo" color, this banjo container is a novel holiday item. The body of the banjo is made of transparent acetate printed in red and green stripes with a transparent horizontal panel around the center. On this panel is imprinted the product name. The hose fit into the transparent body. A wooden banjo neck with white lines to resemble banjo strings is fitted onto the body to produce a realistic simulation. Red ribbon is attached to the neck so that the ingenious container may be hung on the Christmas tree.

7. Ogilvie Sisters' Swing hair fragrance and brilliantine have been dressed up for the holidays. The two bottles are equipped with round gold labels which together form the monogram "O S" to identify the products. They are packaged together with an atomizer in a white oval box with diagonal slender gold stripes and the gold monogram on the front panel. Narrow pipings of red complete the design of the container which serves as a compact display unit on the store counter. Designed by Bond Morgan. Box by the Niagara Box Co. Bottles by Swindell Bros., Inc. Bottle caps by Brass Goods Manufacturing Co. Bottle labels by Halpen Labeling & Printing Co.

8. London House Ltd. introduces a new gift container for its military brushes. The container is cleverly constructed to display the important features of the brushes—the backs and the bristles. A transparent acetate tray holds the brushes in an upright position and is mounted on a covered boxboard base. A convenient carrying handle divides the tray into two compartments and protrudes through a slit in the cover of the box. The cover is covered in ivory paper with a maroon saddle printed in gold. The acetate tray is printed in white, the remainder of the unit being executed in gold on maroon paper. Designed by Everett W. King. Manufactured by Shoup-Owens, Inc.

9. A practical and dust-proof dispensing unit has been introduced by Fibre Cord Co., Inc. for its two-tone ribbons. Each spool of 1/4 in. ribbon is now packed in its own dispenser which is equipped with a cutting device. The container's sturdy construction affords double protection to the ribbon—in transit and in use. The spool cannot be pulled from the dispenser, but the ribbon unwinds freely and may be easily cut off to desired lengths. The unit insures clean, fresh ribbon at all times, solves the cutting problem and indicates the color of ribbon contained within at a glance.

10. Women have long protested against the wide-mouthed can for syrup. They have claimed to have trouble opening and closing such a can, since it is a sticky business to measure syrup by pouring it from a wide-mouthed container into a smaller receptacle such as a syrup pitcher, measuring cup or spoon. A. E. Staley Manufacturing Co. has developed a pouring spout for its syrup cans which permits the flow of syrup in a clean and controlled manner. A simple cap is fitted into a spout opening in the regular lid. This cap is flat so that containers can be stacked for shipping and storage, thus adding no extra expense or handling headaches. Can by American Can Co. Pouring spout lid by Williams Sealing Corp., Division of Crown Cork & Seal Co.





LUCKY SEVENTH — *In Full Color*



Say "Let's change the package" to the average group of plant executives and you will either start a hasty trip to the nearest exit or a long series of discussions, conferences and debates, for the very idea of package change in most plants suggests something so drastic and so complete as to be avoided at all costs if possible. When the decision to make a change is finally taken after such resistance, it is but natural that the process of change should be difficult and often result in turning the whole plant production, merchandising and sales set-up topsy-turvy for months on end.

Not so at the Kellogg Co. They do not change their packages slipantly with the fads, styles or the seasons. But they do change whenever change is necessitated by a changing world. So it has been with Kellogg's Krumbles, a product originally introduced in 1912. The original container is designed with a horizontal principal face and is printed in the familiar Kellogg colors, red, dark green and light green. It opens at the end and therefore—it was since discovered—the principal face

usually stood in unreadable position on the pantry shelf. No effort was made to picture the product or explain in any detail what it was. Yet, for all its failings—so apparent nowadays—the package was a good one for its time. It displayed well, it protected its product and, in view of the more limited competition then existing, it told enough about the product to encourage its sale. Particularly interesting is the use of a cubical content measurement on the package, a bit of "informative labeling" that perhaps confused more people than it actually informed.

In 1922, the package was changed to an upright style, the word "Shredded" was added to aid in describing the product and the descriptive word "weight" was substituted for the "cubical contents." The upright package aided display and insured that the lettering would be in readable position when the package stood awaiting reuse on the consumer's own shelves.

In 1928, the package was redesigned and a further description of the product given through the addition of

the words "Shredded Whole Wheat." A flavoring line was further added and a side panel explanation of how to serve. The imprint of the top and bottom panels was changed to carry the Kellogg trade name only to aid in identification of the product when stacked on its sides.

By 1932, a further change was in order and the word "Wheat" was added to the product name, followed by the still more explanatory line, "Whole Wheat—Shredded and Toasted." Throughout these changes, no illustration of the product appeared on the package, due, for the most part, to the state of carton printing technique which permitted only the crudest of illustrative reproductions.

By 1935, however, printing processes had advanced to a point where a new redesign was in order. A picture of the cereal found its way to the face of the package and the four-sided rule around each panel was removed in favor of less formidable rules at the top and bottom of the carton. The lettering was simplified and the

whole package "cleaned up." A mechanical change in package construction, the "easy-open" top, was introduced at this time and so the new package bore an explanatory legend with suitable illustrations on its top panel with arrows pointing to and identifying perforations just below the top of the package.

Feeling that the 1935 illustration of the cereal did not do justice to the product, another change was introduced by the company in 1937 in the form of a cellophane window cut in the face of the package and permitting an actual view of the contents. Dieticians were emphasizing at this time the value of whole wheat and the product name was therefore changed to read "Kellogg's Whole Wheat Krumbles." Further emphasis was given several features by means of arrows pointing to the product. Lettering was again changed slightly to make the package more modern.

The use of transparent cellulose windows on a product such as this was relatively ex- (Continued on page 63)

On the opposite page is seen the new Kellogg Krumbles family. Each package carries exactly the same product, but display value is increased and consumer interest aroused by the change of illustration suggesting the use of the product with various fruits. Below: In reversed chronological order are seen the predecessor Krumbles packages, each representing a high level of packaging for its day, but each discarded as soon as techniques of packaging and of package production offered the possibility of improvement.

1937



1935



1932



1928



1922



1912



No Moratorium On Ideas

"The well of packaging ideas has run dry. Everything conceivable that can be done in gift package design has been done."

So a manufacturer or designer might pessimistically reason after a siege of research and note taking, of day dreaming and of scribbling and then of throwing the scribbles away—only to emerge from the search sans any idea that is new, interesting and practical. Finally, as a kind of psychological washing of hands, he may say, "There's nothing new in gift package design that can bring fresh hope to the tired business man and his tired business."

That ideas are not as "rare as a day in June," but as abundant as the common cold is attested by the variety of toiletry packages, built around an idea, here illustrated. In a steady stream, the ideas flow from the fertile minds of these cosmetic manufacturers or their designers or suppliers.

There are, generally speaking, two kinds of ideas. Ideas may be based on historic research or they may be original, but few, if any, ideas come as absolute inspira-

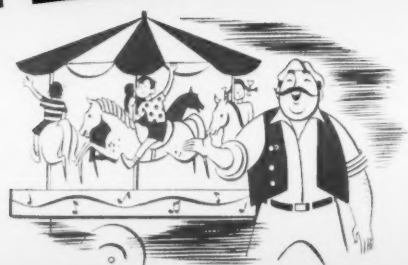


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tion from no apparent source. To make a survey of all packages planned around a historic or original idea in the amount of space apportioned this article would be roughly comparable to a panorama of New York City on a postage stamp. However, to illustrate that there is no moratorium on ideas, here are a few as executed in the toiletry field.

Charbert's conception of an "idea package" takes the form of a polished brass kettledrum, complete with tuning screws and parchment-enameled top. The replica of an actual kettledrum holds a wooden bowl in which the soap is placed. Thus the wooden bowl with its complement of soap may be removed, if desired, and the kettledrum utilized as a container for cuff links and collar buttons or whatever else it is that a man likes to keep on his bureau top.

Another novel improvisation for gift package design is the Lightfoot Schultz creation. Known as the Soap Persuader, the product is built around the idea of the often maligned rolling pin. A pound of soap, which forms the roller, is found on a wooden pin. It comes packaged in a drop-front, set-up box with hinged lid so that ample display is afforded the novel unit on store counters. A clever verse is imprinted on the drop-front panel, indicating that the designer of the Soap Persuader conceived the rolling pin idea from the old and hallowed joke about the rolling pin brandished by an irate spouse.

Historic research is the basis upon which Solon Palmer

built its American Memories line. Each of the component parts of the packages in the family group—labels, bottles, boxes, wrappers, etc.—are assembled in a manner which captures the atmosphere of America's past. The full color lithographed labels, decorating the hinged lids of the set-up boxes, depict costumes, coaches, etc., reproducing those utilized about 1847. The bottles are designed to duplicate authentic glassware used in America about 1847. The choice of box papers, the selection of bottle labels and soap wrappers, the discriminating use of soft blending colors, all this

1. A decorative replica of an old-fashioned hob-nailed bottle is utilized by the Allen B. Wrisley Distributing Co. for the merchandising of its cologne. The bottle is topped by a wooden closure and is provided with a Sylphseal band to assure a tight closure. Note the small label suspended from the bottle neck. The product name is imprinted on a small square of transparent cellulose. Sylphseal by the Sylvania Industrial Corp. 2. This cylindrical container, easy to carry and designed to appeal to the feminine taste, holds ten bath sponges saturated with Schiaparelli's Shocking perfume. The bath sponges dilate into wash cloths when dropped in water. The package, with its good supply of sponges, is easy to pack into the traveling case and is even small enough to be carried in the handbag. 3. Four tiny bottles of Rubicon perfume are set in the die-cut base of a replica of a merry-go-round. A tin awning, striped in red and white, surmounts the gold foil-covered pillar rising in the center of the round platform. 4. "Spin and Win," a roulette wheel in a gaily decorated box. Four small bottles of Schiaparelli perfume are tied to the wheel. Release a spring and the wheel spins. 5. Shaving soap in a kettledrum. Charbert's shaving soap is found in a wooden bowl which, in turn, is found in a polished copper kettledrum, complete with tuning screws and parchment-enameled top.



would seem to indicate that historic research was made in order to make the toiletry line authentically an American Memories family of packages.

Further examples of the novelty and ingenious gift package constructions possible, are the Schiaparelli creations, each planned around a definite idea. In one instance, the company has evolved a gift container for its Shocking perfume by utilizing the idea of a mountain chalet. Four small bottles of perfume are set in die-cut sections on a revolving disc set in the base or "floor" of the miniature chalet. When a spring is touched at the back of the unit, the chalet becomes a music box and the disc revolves, making the perfume bottles "glide" through the double doors to the tune of a French minuet. The tiny Alpine cottage is executed in white with a red "porch" and roof and is decorated with simulated mountain flowers.

Another Schiaparelli idea takes the form of a roulette wheel package. A set-up box with hinged lid is decorated with an all-over pattern of numbers. Open the lid and four small bottles of Shocking perfume are found nestled in a round compartment or roulette wheel. Release a spring and the roulette wheel spins around and around.

Manifestation of the ease with which "idea packages" can be planned is the fact that Solon Palmer, in addition to its American Memories line, has created another unique package. This is known as Dress Parade and takes the form of a sentinel. The square shouldered

bottle is equipped with a black wooden closure which resembles the sentry's hat. The label takes the form of a diagonal band across the body of the bottle, similar to the chest band worn by a guard. To complete the ensemble, the bottle is displayed and sold in a container resembling a guard's station. The lid is of transparent acetate, affording complete visibility of the sentinel package within.

In step with the idea developers is the Rubicon organization. Its perfume is marketed on a miniature merry-go-round. Four small bottles are (Continued on page 92)

6. The Soap Persuader is not to be used by the irate spouse, but is to be used in the bath. A pound of soap, on a wooden pin, forms the roller. The drop-front construction of the set-up box permits a full view of the novel item when on display in the store.

7. The hob-nailed glass bottle appears once again. This time it contains Jeurelle's bath salts and is accompanied by a 3-lb. tub of bath salts. Thus the dainty bottle can be refilled from the generous source of supply. For a scoop, the little cup-like stopper of the bottle serves beautifully. Tub by the Lily-Tulip Cup Corp.

8. A portion of the Solon Palmer American Memories line. The bottle is designed to duplicate glassware used about 1847. The art work on the lids of the set-up boxes reproduces coaches, costumes, etc., used in this country about 1847. Bottles by Carr-Lowrey Glass Co. Plastic closure by Armstrong Cork Co. Lithography by Harris Drew.

9. "Set to Music," a tiny chalet with four small bottles of Schiaparelli perfume doing a "glide" on a revolving disc set in the base of the unit. Touch a spring and the disc goes around and around. 10. Solon Palmer Dress Parade perfume is packaged to simulate a sentinel in his guard house. The square shouldered bottle is complete with chest band label, sentinel hat closure and display container in the form of a sentry house. The use of transparent cellulose permits visibility of the novel package stationed within. Bottle by Carr-Lowrey Glass Co. Wooden closure by Schutz Bros. Label by Richard M. Krause, Inc. Box by Wm. Buedingen & Son.



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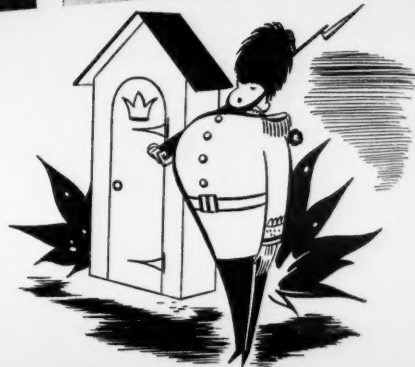
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Three sizes of cans now in use in packaging unprocessed Cheddar cheese. Note location of the valve on each. Cans manufactured by Continental Can Co., Inc.

CHEESE NOW PACKED IN CANS

Development of "breather" valve top permits use of canning process

The packaging of cheese is no novelty. Processed and pasteurized cheeses have been available on the market for many years in wraps, cartons and other package forms. While several of these have recently undergone substantial changes in keeping with advances in packaging technology, these changes do not represent transition from the realm of the unpackaged.

In the case of unprocessed cheeses, however, research by the Bureau of Dairy Industry of the Department of Agriculture, by can companies, by cheese producers and by independent laboratories has recently made it possible to secure the advantages of packages for these formerly unpackaged members of the cheese family. Packaged, sliced and unprocessed Cheddar and Swiss cheeses are reaching the market in increasing quantities in new valve closed metal cans. The process offers a number of advantages to the manufacturer, the grocer and to the ultimate consumer. For the manufacturer, the fact that the manufacturing and canning process may be completed within 36 hours after the milk is received by the factory proves particularly attractive. No other work on the cheese is necessary since curing takes place in the can. Furthermore, there is no shrinkage in weight during curing, whereas loss of weight during curing is a factor which must be anticipated when cheese is made by traditional methods. Such shrinkage runs from 1½ per cent to well over 2 per cent.

Two difficulties have previously beset those who have sought to can cheese. It was necessary to secure an airtight seal in order to prevent the growth of molds and loss of moisture. The latter involves rind formation and the consequent reduction in usable percentage of the cheese. At the same time, it was necessary to provide a container which would allow carbon dioxide to escape. To use an unvented can would prove dangerous since the discharge of such carbon dioxide during the ripening process of the cheese would cause the can to either swell or to burst.

The solution to this difficulty was found in a valve for which patent application was first made late in 1932. This permits gas thrown off by the cheese to pass through a hole in the top of the can, raising a rubber disk and escaping under the edge of the metal covering cap. Passage of air or moisture in the opposite direction is prevented since the disk returns to position and covers the hole as soon as interior pressure is relieved.

Prior to the development of a suitable container, the only practicable method for putting cheeses of the Cheddar type into a salable and convenient form was known as processing, in which the cheese is emulsified and then run into forms lined with tin foil, Pliofilm or other material which serves as a wrapper and adheres closely to the product. The product hardens on cooling and no mold formation is experienced (*Continued on page 94*)

FARE THEE WELL

Cheeses, salad dressings, candies—they're all found in the Kraft-Phenix Cheese Corp. Christmas gift packages

The giving of good things to eat has always been one of the friendliest expressions of holiday greetings. Last year and the year before, many National Dairy stockholders took advantage of the Kraft-Phenix Cheese Corporation's gift offer. This year, Kraft once again offers National Dairy stockholders a gift suggestion. The 1939 "special"—available to National Dairy stockholders only—is a chest of genuine cedar wood, filled with 34 Kraft packages, including a variety of cheeses, salad dressings and candies.

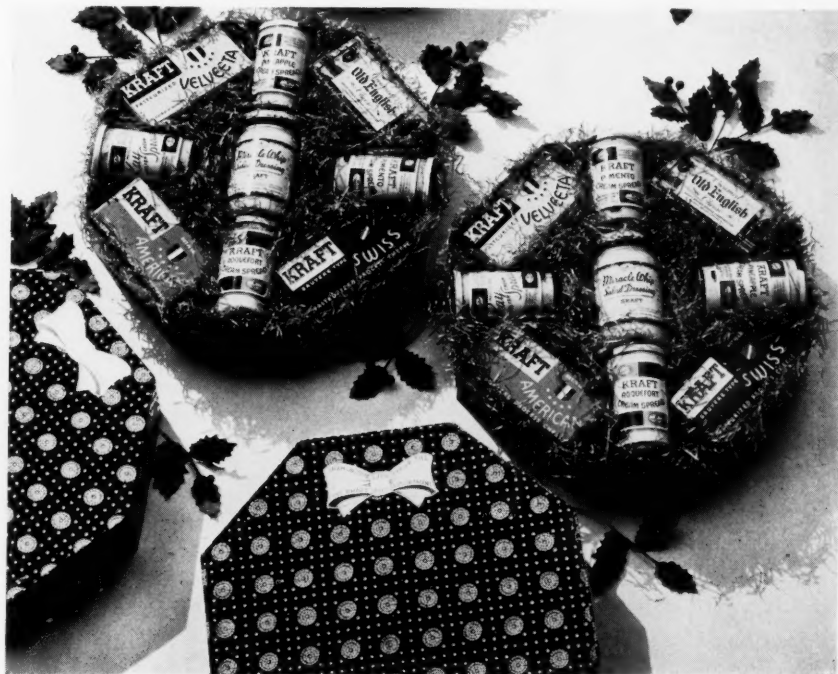
The miniature chest is 14 $\frac{1}{4}$ in. long, 9 in. wide and 7 $\frac{1}{2}$ in. deep. It is equipped with a brass clasp and padlock and may very well be put into useful service after the foods have been removed.

Another welcome gift is a small sized Kraft assortment. Nine of the most popular of Kraft products are nestled in shredded cellulose in a novel container. An octagon-shaped box is covered with a brilliant red flocked paper, flecked with a formalized "snowflake" design. Distribution of this smaller assortment is confined largely to members of the Kraft organization, Kraft distributors and Kraft friends and relatives.

A thorough-going job is done to relieve the Kraft friends and business acquaintances of the headaches of Christmas shopping. Not only does the company offer two attractive gift packages, but Kraft will, upon re-

quest, insert personal or holiday cards in the gift packages and will mail the packages to arrive at approximately the date specified. Thus a gift opportunity is offered that not only eliminates tiresome shopping, but does away with gift wrapping and mailing as well.

Credit: Cedar chest by Pilliod Cabinet Co. Octagon-shaped box by the Modern Box Co. Flocked paper covering by Hampden Glazed Paper & Card Co. Shredded cellulose supplied by Pioneer Paper Stock Co.



Above: A genuine cedar wood chest with brass clasp and padlock holds 34 Kraft assorted food items, the ensemble being a gift presentation available only to National Dairy stockholders. Right: Nine popular Kraft products are found in a bed of shredded cellulose in a novel octagon-shaped box covered with bright red paper flocked with a formalized snowflake design.

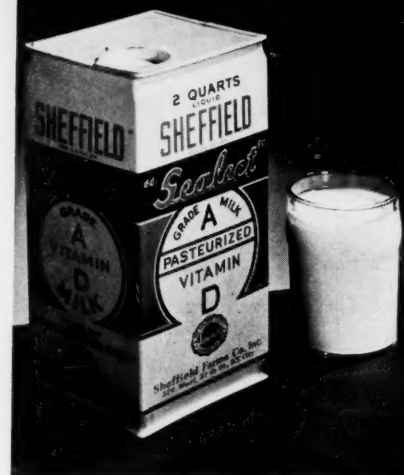
Announcing
ECONO-WAY
 a sensational new method of
 home milk delivery that
SAVES YOU 1½¢
ON EVERY QUART
Originated by Borden

WHAT ECONO-WAY SERVICE IS
 Borden has struggled for years with the problem: "How can we bring the price of milk to the consumer down?"

It seems obvious, doesn't it? They have all been advised to produce more milk, have better cows, better feed, better management, better farm equipment, better delivery service, better quality control, better packaging, better everything. But they have tried it all and still the price of milk is the same.

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BORDEN'S Econo-way SERVICE
 ORIGINALLY CONCEIVED AND FIRST PROVIDED BY BORDEN



Above: The Sheffield package—identical except in surface treatment to the Borden unit—occupies a slightly greater shelf area than the 1-qt. milk bottle and is approximately 1 in. shorter than the familiar glass container. Left: Introductory advertisement by which The Borden Farms Products Division of The Borden Co. introduces the new fibre container to the consumer public.

MILK DELIVERY CONTROVERSY

Economies gained by volume sale through new container adduced as reason for price reduction

In the first week of November, the New York milk industry—frequently in the news during recent months as a result of recurrent strikes, threats of strikes, fights between small and large dealers, price decreases and price increases—was confronted by a new situation in which a new form of milk container threatened once again to introduce new competitive elements into the confused Metropolitan dairy situation. Two leading distributors, The Borden Farm Products Division of The Borden Co. and the Sheffield Farms Co., Inc., introduced almost simultaneously 2-qt. paper containers so priced as to provide the consumer a saving of 1½ cents per quart in the cost of door-step delivered milk. Both announcements were presented to the public through newspaper publicity and full page newspaper advertisements.

The containers are rectangular, 2-qt., 1-trip, prefabricated fibre packages similar in all respects except size to one of the types previously used for store sold quart units. The introduction of the new containers, it is claimed, represents a very substantial investment on the part of both distributors, the Sheffield Farms Co. reporting its cost incident upon the introduction of the new container to be in excess of \$300,000 and the Borden figure, it may be presumed, is fairly close to that of the Sheffield organization. In addition, substantial investments have been made by the container supplier in the form of equipment for the production of vast quantities of these containers which will now be required to meet the needs of the New York market.

Both companies emphasize, in (Continued on page 90)

WASTE SPACE UTILIZED

Traditional protective flyleaf becomes major display feature of Cuesta, Rey & Co. cigar boxes

In packing cigars, it is necessary to have a paper flap to protect the top layer of the cigars against indentation from the embossed inside labels used on the covers of wooden display boxes. For nearly a century, this flyleaf or flap has been customary in the industry, but without notable exception, such flyleaves carried nothing but the name of the manufacturer or perhaps a repetition of the brand title.

It had always been done so and, in the tradition bound cigar industry, it would perhaps always be done so in the future had not A. L. Cuesta, Jr. of Cuesta, Rey & Co., Tampa, Florida cigar manufacturers, happened one day to look upon his own packages from the viewpoint of the dealer rather than that of the manufacturer. "It would be interesting to the dealer as well as to the consumer," he thought, "if instead of using the customary flap, we would present a series of factory subjects that would convey some idea of the methods and surroundings under which our particular merchandise is produced."

Among cigar consumers, presentation of evidence that

the Cuesta, Rey product is produced in the traditional hand-made fashion would prove an interest-exciting sales point. Dealers, too, might be led to mention the fact and to proffer the brand if the new flap called it to their attention and, finally, the flap would make the package differ from all others and thus tend to increase its display potential.

A section of the Spanish hand method cigar making floor was used as a background for the flyleaves and three separate detailed scenes were superimposed to form a series. One shows a close-up of a Spanish cigar maker at work. The second illustrates a team of pickers and packers while the third shows a Cuban plantation barn.

In making shipment, the three flaps are assorted so that dealers get changing views of the different boxes per order. The company reports a marked increase in display of the product since the introduction of these flaps and a particularly notable increase in the display of multiple packages gained through use of the flap series rather than of a single flap.

Otherwise identical cigar boxes are differentiated by serialized flyleaves, thus inducing dealers to display more than one box at a time.





1. Four designs processed by the new method on various widths of box paper. Note that the design may either be "spotted" or continuous as in the sheet illustrated in the foreground.

NEW PAPER DECORATING PROCESS

permits roll product of decoratively "flocked" fancy papers

Velour papers have been commonplace in packaging for many years. But more recently there have appeared on the market so-called "flocked" patterned papers, in which the tiny flocked fibres are applied to only certain desired portions of the paper. Most of these were striped effects since these seemed to be the simplest to produce in the early development of the pattern processes.

A new process, working, it is claimed, on principles heretofore not utilized, has more recently made it possible to produce much more complicated patterns in embroidery or petit-point effects and in many designs which could not be obtained by ordinary flocking methods.

The availability of applied designs of this sort is something which many packagers have long desired, a fact the truth of which is indicated by the readiness by which they have adopted the relatively limited range of patterns heretofore available.

This process was first adopted for use on wall papers, paper doilies and window shades, but more recently, potentialities of the process in the fancy paper, wrap

and box covering fields have begun to be appreciated.

Chenille processing—as the method of production is called—is a process similar to printing in some respects. The machines that are used are widely flexible, having handled, in individual production, such diverse materials as jap tissue and 50 point net foil. At present, the machines are not able to handle sheet material, but have no difficulty in processing paper and similar webs in roll form. It is claimed that embossed papers do not create any difficulties in processing since no weight touches the paper to crush the most delicate of embossings.

There is little limitation upon the type of design that may be utilized. Any design can be created out of dots or lines. Thus an extremely wide variety of figure effects are possible. Repeats of design can be had up to one per hundred inches. Great durability is claimed for paper processed in this manner, it being alleged that the rayon flocks are permanently anchored to the paper and that, therefore, the material may be worked as simply as plain papers by the box maker. The paper, it is said,

works easily for turning corners, bends freely and is fully as flexible as any processed papers.

As used in window shades and as coverings for closet storage boxes and cabinets, the material has disclosed its ability to stand washing with strong soaps or powders. The colors used are vegetable dye colors and are thus fast for washing and sunlight. The washability factor is not of major importance to most packagers, but in some instances—on permanent reuse packages—might prove very desirable. Fastness of color under strong sunlight, on the other hand, is of major interest to every packager whose products go on display in store windows.

Machinery presently available can process paper up to 40 in. in width and slitting and sheeting of the paper makes possible delivery in a variety of sizes to the user's specifications. A supplementary machine, developed for the greeting card industry, cuts cards accurately to size right from the roll. It would seem that the same or a similar device might well be utilized when it was desired to cut box wraps directly after processing. Standard sheeting equipment or, in fact, any equipment designed to draw paper from the roll and then process it can be utilized with papers decorated by the new process.

In addition to the applying of rayon fibres to paper, the same process has been used to apply so-called "sparkle" or tinsel shredding. Indeed, some papers employ 2-color effects, utilizing both flock and tinsel. Such effects seem to be particularly attractive when used on transparent cellulose, either plain or tinted.

Credit: Papers here illustrated processed by the Artistic Flock Novelty Co.



2



3



4

2. Three patterns produced on plain or tinted transparent cellulose. 3. Greeting cards are processed in the roll, automatically sheeted to size and then French folded. 4. Four examples of tinsel processing. The Cameo design, illustrated second from the left, is a 2-color pattern with tinsel utilized on the central figure and rayon polka-dotting.



An authentic simulation of a morocco bound book forms the gift package for Lord Calvert whiskey blend. The bottle fits snugly into a die-cut nest and may be easily removed. The outer surface of the package is left free of product identification, except for a removable band, the inner surface of the lid bearing the product name in the form of a book plate.

GIFT PACKS EARN DISPLAY

Calvert's new boxes and cartons are planned with an eye to dealer desires

December is here and Christmas is on the wing. Gift packages are making their appearance and the proper holiday atmosphere is found in the containers for Calvert Reserve, Special, Old Drum and Lord Calvert whiskey blends.

Lord Calvert, the deluxe number in the Calvert Distillers Corp. line, is packaged for the holidays in a special gift book-pack. The container is an authentic copy of a rare old volume and has the appearance of a morocco bound book, with gold tooling utilized to enhance the similarity to the original. The bottle fits into a die-cut nest from which it is easily removed. A band encircles the book, this band being the only reference to the prod-

uct itself on the outside of the package. On the inside cover, the name Lord Calvert appears again in the form of a book plate. An engraved gift card with space for the name of the recipient and sender is included in each package.

Two entirely distinct packages have been designed for Calvert Reserve and for Calvert Special. In each case the cartons for the bottles have been planned so that dealers would not have to re-wrap the packages for gift purposes. The motif for the Reserve carton is the period of the Calverts, the early settlers of Maryland. Heraldic figures of lords, soldiers, musicians, etc., of that period are used to carry out the theme in (Continued on page 94)

Left: Special and Reserve cartons utilize, respectively, spot illustrations of men bowling, golfing, etc., and Heraldic figures of soldiers, lords, etc. Note how both of these cartons are designed to offer striking display, the all-over pattern being lithographed in a manner that permits grouping to give the effect of one continuous pattern. Right: Military drummers in uniform appear on Old Drum gift cartons. Four different periods are illustrated, offering the dealer interesting display possibilities.



INTRODUCING A BEAUTY BATH

Simple but effective packages introduce Xandra bath toiletries to the ever-widening bath accessory market

Recent months have seen the birth of a litter of powders, salts, oils and many more accessories designed to bring women beauty through the bath. The prospective buyer is thus faced with a confusion of products, a pandemonium of ideas. If she knows what she wants, she can ask the sales clerk. But if she is depending upon her own unaided judgment, what does she do? She will naturally favor the unusual, the well designed package which enhances the inherent quality of the product. This does not mean that such packages need be intricate or elaborate. On the contrary, they can be simple. But they must be direct in the message they convey and not offensive to the intelligence of the prospective purchaser.

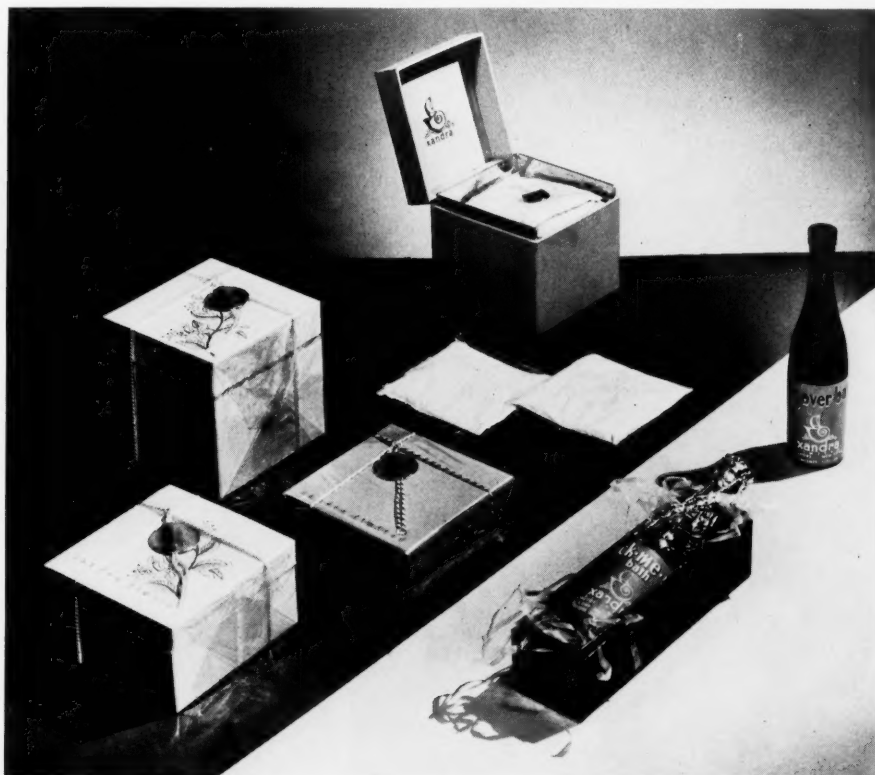
Analyzing the recently introduced Xandra, Ltd. line of bath toiletries, one finds a consistency of motif in the design and selection of materials utilized, so that the packages attain an effect which is particularly desirable for these products, planned for the "higher bracket" markets in the industry.

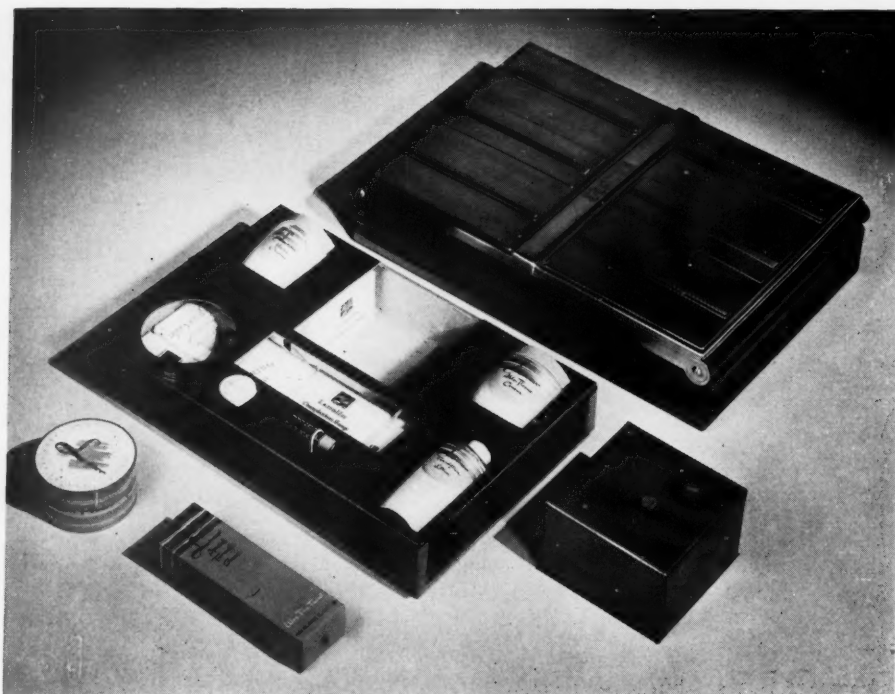
That three independent designers collaborated with

Xandra, Ltd. in the development of the packages is indicative, perhaps, of the thoroughness with which the company approached its packaging problems. Set-up boxes were adopted for the Sea Moss Foam bath. These containers are finished in pink or white, the product itself being found in heat-sealed cellophane bags which are, in turn, overwrapped by cellophane band held together by a silver foil seal. The pink boxes are inner lined with gold foil while the white boxes utilize a silver foil liner. The company name and Nautilus trade mark appear in restrained lettering on the inner surface of the lid, the outer surface being left free of all design in the case of the pink set-up boxes and incorporating a simple flower design in the case of the white containers. The hinged lid boxes are tied with a silk cord to which is affixed a foil label identifying the product. The box is then wrapped in transparent cellulose.

Additional members of the Xandra line are known as Pick-Me-Up and Hangover. These are ammonia baths, claimed to invigorate and refresh. (Continued on page 79)

Heat-sealed transparent bags hold unit portions of Sea Moss Foam bath, these units being presented in vari-sized, string tied set-up boxes. Pick-Me-Up and Hangover bath fluids utilize wine bottle simulations to achieve attractive novelty effects.





The Armour gift package is seen as it appears when closed in the upper right hand corner. The "Dutchman" — an interior container and platform of set-up box construction — is seen in the fore-ground with the display packages removed to disclose the various non-display packages underneath.

COMBINING WOOD AND METAL

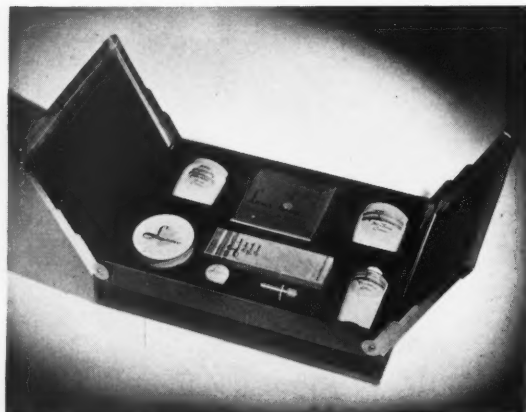
Armour and Co. secures a unique gift presentation for Luxor toiletries

For a number of years, Armour and Co. has offered to its employees and stockholders a holiday gift assortment of cosmetic items. The original creation of this assortment started a demand among employees for suitable Christmas gifts and production has expanded through the years with increasing demand. The company has, of course, profited greatly through the introduction of its products to new consumers and through

the goodwill created, among employees and among those with whom the company deals, by the attractive presentation. No effort is spared, therefore, to make each gift package novel, eye appealing and fully worthy of presentation as a holiday gift.

This year's package is a uniquely constructed wooden box with metal drawbridge top and set-up cardboard platform insert designed to permit adequate presentation of the individual products while carrying a maximum amount of merchandise in a minimum container area.

The box base is rectangular in shape with a modern semi-streamlined effect emphasized by a series of parallel grooves cut into the wood and running completely around the four sides of the container. The tops of the two side walls are machined to a curve, both for decorative effect and to permit the metal draw tops to open easily. The box is spray painted in a two-tone effect with an underlying red tone showing through on the inside edges and in the side wall grooves, while the remainder of the side walls is in a most attractive green. A unique hinge construction (Continued on page 79)



Use of the double-hinged brass lids and interior display platform creates a most attractive package when the package is open.



Labeling Provisions Postponement

A proposed regulation, postponing for six months the application of certain labeling provisions of the Federal Food, Drug, and Cosmetic Act, has been passed by the Department of Agriculture and its adoption is expected without opposition. The notice of proposal follows:

"To whom it may concern:

The following proposed regulation temporarily postponing the effective date of the labeling provisions of the Federal Food, Drug, and Cosmetic Act, pursuant to the authority of the Act of Congress approved June 23, 1939 (Public—No. 151—76th Congress), is announced for the purpose of giving notice to all interested persons.

"The Department desires to have the benefit of suggestions and constructive criticisms from consumers, interested industries, and others before this regulation is formulated for promulgation. All interested persons, therefore, are invited to submit their expressions by letter not later than November 15, 1939.

[SEAL]

HARRY L. BROWN,
Acting Secretary of Agriculture.

"§9.01 *Effective date of certain labeling provisions of the Federal Food, Drug, and Cosmetic Act temporarily postponed in certain cases.* (a) The effective date of the provisions of sections 403 (e) (1); 403 (g), (h), (i), (j), and (k); 502 (b), (d), (e), (f), (g), and (h), and 602 (b) of the Federal Food, Drug, and Cosmetic Act is hereby postponed to July 1, 1940, with respect to any stock of lithographed labeling which was manufactured prior to February 1, 1939, and to containers bearing labeling which, prior to February 1, 1939, was lithographed, etched, stamped, pressed, printed, fused, or blown on or in such containers, if—

(1) each unit of such stock is identical with every other unit thereof;

(2) such stock is used by the person for whom it was manufactured;

(3) the quantity of such stock held by such person on January 1, 1940, equals or exceeds that used by him during any period of three consecutive months since January 1, 1939;

(4) such person keeps until July 1, 1941, complete

records showing the quantity of such stock held by him at the beginning and end of such three-month period;

(5) such person makes such records available at all reasonable hours until July 1, 1941, to any officer or employee of the Food and Drug Administration who requests them;

(6) non-compliance with the sections of the Act hereinafore specified does not make such labeling misleading by reason of its failure to reveal facts material in the light of representations made or suggested by statement, word, design, device, or any combination thereof in such labeling, or material with respect to consequences which may result from the use of the article to which such labeling relates under the conditions of use prescribed in such labeling or under such conditions of use as are customary or usual; and

(7) such labeling would have complied with the requirements of the Federal Food and Drugs Act of June 30, 1906, as amended.

(b) Notwithstanding the provisions of subsection (a), such subsection shall not apply—

(1) to the provisions of section 502 (d) of the Act, insofar as such provisions relate to morphine, opium, cocaine, heroin, alpha eucaine, beta eucaine, cannabis, chloral, or any derivative of any such substance;

(2) to the provisions of section 502 (e) of the Act, insofar as such provisions relate to alcohol, chloroform, or acetanilid, or any derivative or preparation of any such substance; or

(3) to the provisions of section 502 (b), (d), (e), (f), (g), and (h) of the Act, insofar as such provisions relate to drugs to which section 505 of the Act applies."

Tempest in Food Stamp Teapot

While on the one hand the food stamp plan is being gradually extended to additional cities by the Federal Surplus Commodities Corp., it has, on the other hand, struck a snag in its city of origin, Rochester, N. Y., which for a short time seemed to threaten the workings of the entire plan.

On November 14 the Rochester Clearing House Assn. resolved to instruct its member banks to apply a direct charge of five cents per card to be levied on all food stamp cards presented to Rochester banks on and after December



ISUALIZE YOUR

Look at Aluminum Foil packages two ways.

First, from the outside, as shoppers see them. Foil's bright sparkle rivets attention. Combined with colorful printing, this gives you a stopper that is sure to stand out in retail displays. A **selling** package!

Second, look inside at the contents. Aluminum Foil keeps the product fresh longer because it provides four-way protection. Protects against loss (or gain) of moisture . . . Against entrance of air or loss of aroma . . . Against light and its photo-chemical action . . . Against radiant heat.

The combination of eye appeal and product protection makes Alcoa Aluminum Foil the perfect packaging material for scores of food, drug and tobacco products. You can use it as a wrapper, bag, envelope, lining, or box covering. You can obtain Alcoa Aluminum Foil in any form you require . . . plain or embossed, lacquered or printed, unmounted or mounted on all sorts of paper or transparent sheeting.

To answer any questions you may have, our staff is at your call. Write Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.



The full name is

ALCOA

UPACKAGE



*Dressed in
Foil*



ALUMINUM FOIL

31, 1939. The charge was to be collected at the time cards were presented and was viewed by the banks as necessary to cover the cost of redemption of the stamps.

Upon receiving notice of this decision, Milo Perkins, president of the Federal Surplus Commodities Corp., answered as follows:

"This is in answer to your letter of November 16 addressed to our local representative in Rochester, Mr. John A. McAuliffe. We appreciate the cooperation which the bankers of Rochester have given grocers in your city since May 16. Bankers throughout the country have made this same contribution in city after city in the interests of their communities and have handled food stamps for redemption without a service charge. In Shawnee, Oklahoma, the cost of redeeming the stamps has, of course, been borne by the banks, and in addition they have sold stamps to certain low-income groups at the banks' expense in order to promote better business for their customers. Many bankers in cities that want the stamp plan but have not yet gotten it have pledged their cooperation. Included in this group is Mr. A. P. Giannini, Chairman of the Board of Directors of the Bank of America.

"The charge which you propose to collect in advance from your customers would amount to over one-half the net profit of many retail grocery stores in Rochester and as one leading grocer has pointed out is for all practical purposes a transaction tax imposed by banks. This additional cost would tend to be passed on to persons receiving public aid. Twenty million persons are now living in families receiving some sort of public assistance. Studies show that these persons are spending on an average of 5 cents a meal or less for food. Through the stamp plan we are making it possible for them to have an additional 2½ cents worth of surplus foods per meal per person. This is in the interest of the public health as well as in the interest of improving farm income. Our farm families make up 25 per cent of our population. They have 30 per cent of the nation's children and yet they receive only 11 per cent of the national income.

"The stamp plan utilizes normal trade channels and increases the volume of business activity in any town in which it is operating. In Rochester, for example, it means over a million dollars worth of new business a year for the grocers of your city. The benefits of this are felt by other lines of business as well.

"We feel sure that bankers in other parts of the country will serve the grocers of their towns as they have been served by their banks during the past 6 months in the cities where the stamp plan has been in operation. Most bankers mean what they say in their advertising. They want to render a real service to their depositors as well as to their communities. The action which your Association proposes would work a particular hardship upon the small independent grocer.

"After very careful consideration of what your proposed action might mean to the success of the stamp plan throughout the country, and after consultation with several affected groups we have concluded to advise members of the Rochester Joint Food Committee that

we intend to discontinue the issuance of food stamps there effective December 1 if this charge goes into effect on that date."

The threat to discontinue issuance of food stamps in the Rochester area, should the banks impose the proposed charge, resulted in the holding of an immediate meeting of a committee representing Rochester grocers, Chamber of Commerce officers and bankers, and a decision was taken to defer the assessment of a charge by the banks. Secretary Wallace immediately announced that plans for dropping stamp issuance in Rochester would likewise be deferred and thus the tempest has, temporarily at least, subsided with the laurels going to the Department of Agriculture and the stamps continuing to go to relief recipients.

None the less, the problem of meeting the expense involved in redemption of stamps remains on the calendar as a potential snag and no final decision has been taken—in Rochester or elsewhere—as to just how banks are to cover this expense, if they are to cover it at all.

The stamp plan has expanded to a number of other communities, including the following: Little Rock, Ark., and suburban areas in Pulaski County, Ark.; Wichita County, Texas, including the city of Wichita Falls; Providence, R. I. (first stamp plan city in New England); Burleigh and Morton Counties, North Dakota, including the cities of Bismark and Mandan; Ramsey County, Minn., including the city of St. Paul; Minneapolis, Minn. and Madison, Wis.

State Food, Drug and Cosmetic Laws

Since the passage of the new Federal Food, Drug and Cosmetic Act, some 15 states have passed local acts similar in whole or in part to the Federal law. While most of these acts carry labeling provisions very similar to those of the Federal Act, some significant differences are to be noted.

For instance, the Federal Act requires that food, drugs and drug devices and cosmetics must carry the name and place of business of the manufacturer, packer or distributor upon the package.

In this respect the California, Connecticut, Indiana, Nevada and North Carolina laws duplicate the Federal Act as it affects food labeling. Arkansas requires that "mixtures of compounds known as articles of food under distinctive names . . . state place where article is manufactured or produced." Florida provides an exemption as to bottled drinks. Louisiana conforms to the Federal Act with the addition of the phrase, "manufacturers packer, seller or distributor." New Jersey duplicate, the Federal Act with a special provision requiring vinegar packages to give the name and address of the manufacturer. The New York Act provides a special provision for hermetically sealed canned or preserved foods not conforming to the Federal Act. North Dakota makes no provision as to foods, while West Virginia requires identification of the producer, the manufacturer or the handler.

The Federal provisions affecting drug and drug devices labeling quoted above is duplicated by California,

COLOR... Masculine *or* Feminine



The sex of your principal buyers should have a lot to do with the color and design of your package. Women like dainty colors . . . pastels . . . but men like packages that have a mannish appeal . . . strong colors. Heekin knows what colors to use . . . how to design metal packages . . . and Heekin knows how to produce the package so that it appeals to the buyer.

THE HEEKIN CAN CO., CINCINNATI, OHIO

HEEKIN LITHOGRAPHED **CANS**
WITH HARMONIZED COLORS

Connecticut, Florida, Indiana, New Jersey, New York and North Carolina. Arkansas and North Dakota make no provision of this nature. Louisiana fails to exempt prescriptions (exempted by the Federal Act) and uses the phrase "manufacturer, packer, seller or distributor." Nevada likewise fails to exempt prescriptions, as does Virginia, which also uses the word "seller."

Similar differences exist in Louisiana, North Dakota and Virginia in respect to the same provisions of the Federal law affecting cosmetic packages.

The differences above are cited to indicate the complexity of the situation which is now arising to confront manufacturers distributing on a nationwide scale. Further differences on provisions requiring naming of ingredients, statements of quantity, of quality, of the presence of imitations, of directions and warnings, of the use of official drugs, of the use of non-official drugs, of the use of habit-forming ingredients, of precaution against deterioration, of sale on prescription only, of the presence of coal tar ingredients in hair dyes, are found in almost every one of the new state acts. The total number of differences, as indicated by a compilation of labeling requirements prepared by Commerce Clearing House, Inc., is 143, or an average of over nine per state on the labeling sections alone. These differences, it should be remembered, are as between each state's law and the Federal law. Differences of regulations as between states serve to further complicate the situation where conformity is desired not merely with Federal and one state law, but with existing law in all states as well as under the Federal act.

Store Wrapping Standards

With the prospect of effectuating savings in the retail field variously estimated at from 5 to 25 million dollars a year, a committee on Simplification and Standardization of Supply Specifications of the National Retail Dry Goods Assn. is pushing a program aimed at the reduction of the thousands of odd sizes of bags and boxes used in wrapping consumer purchases, to a relatively small number of standard sizes.

The committee, headed by Elmer French, of the Boston Store, Chicago, is composed jointly of store management executives, box and bag manufacturers, and representatives of the Department of Commerce. Through its chairman it issued an appeal to the heads of stores throughout the country to give their active support to the standardization program as one of the "most direct and simplest avenues of economy in the retail field at the present time."

"We estimate that full support of this project by top management in retailing would bring down the supply expense in relation to sales of the average store at least one quarter to one half per cent—a reduction of the supply expense itself of 12% to 25%," Mr. French declared. "This is a saving equivalent of more net profit than many stores made last year."

"Almost any store president who takes the time to inspect the number and type of boxes and bags being used in his store today will encounter an amazing variety

and assortment. If two or three store presidents were to compare the variety of boxes and bags used in one store with the others, the variance would be even more astounding, and all would be immediately convinced that the vast differences in types of supplies result in a tremendous waste. Great savings are easily achievable if the guiding heads of retail businesses are willing to join in encouraging the use of more standardized and more uniform specifications.

"Some stores have felt in the past that there would be a loss of individuality in subscribing to such a program. Such fear is without substantiation, for the choice of color, composition of board and type of box or bag or anything that reflects store personality, will be left completely to the retailer's choice."

Manufacturers in the box and bag industry, many of whom are giving unqualified support to the standardization program, are reported to see considerable savings to stores if they are able to produce large quantities of the supplies in a standard size. For one thing, large orders on a standard item would enable the manufacturers to run a large supply in a standard classification and carry reserve stock, instead of being compelled to produce boxes and bags to meet the specifications of each order.

The committee, a standing committee of the Store Management Group of the N. R. D. G. A., received and acted upon reports of working committees in each of four divisions of supply standardization—set-up boxes, folding boxes, corrugated boxes and corrugated rolls, and bags. These committees have been revising standards originally set up in cooperation with the Division of Simplified Practice, National Bureau of Standards, Department of Commerce, 10 years ago.

The standing committee reported yesterday that the standards on folding boxes and set-up boxes will be mailed to all users and producers for their approval by the Division of Simplified Practice, represented at the meeting today by W. E. Braithewaite. When 80% or more acceptance in both fields is obtained, the specifications will be recognized as standard practice by the Department of Commerce.

The N. R. D. G. A. committee plans to implement the adoption of the standards with a broad program of education among retailers as to the economies possible through uses of the standard specifications. The standards are far reaching in that they cover not only size but all other detailed specifications which determine the quality of the box or bag. The committee is planning the issuance of a "model order blank" as an aid to store purchasing agents in ordering supplies covered by the standards.

Illustrating the veritable maze of box and bag sizes and types now used by stores, Mr. Braithewaite gave the results of a study recently completed by the Department of Commerce. It found in existence a total of 2849 different sizes of set-up boxes, of which 1935 were the individual creations of stores and used in no other than the store of origin. Department and specialty stores were found to be using 759 different size corrugated boxes, and corrugated box production is estimated at

Now GABBY he is very small
The smallest of his people
But in his mind he is as tall
As any giant stoopie.

an ALL-STAR sales force



Yes Sir! Gabby and nine of his pals—all charming stars from Paramount's forthcoming cartoon classic, "GULLIVER'S TRAVELS," are at your service.

At your Service on Gulliver Tumblers and Bowls

*Available in all stock sizes and in any size in reasonable quantities.

This month the picture has its world premiere.
This month Paramount's national advertising appears in the *Saturday Evening Post*, *Good Housekeeping*, *Life*, *Look*, *Liberty*, *News Week*, *Collier's* and many other national publications, and in newspapers all over the country as the picture breaks.

HAZEL-ATLAS has now available helpful promotional material on these items: Illustrations, folders, milk bottle hangers.
Here's the finest tie-up with the picture—sure adult and child appeal.

Write for Information and Samples Today

For premiums, re-use or re-sale, let these Lilliputians do a **GIANT SALES** JOB for you.

*There are ten Gulliver Tumblers, each with a different character from the picture and each in a distinctive color. Each tumbler carries a descriptive verse. Gulliver Bowls are available with various combinations of these delightful characters.



HAZEL-ATLAS GLASS COMPANY WHEELING, W. VA.

\$90,000,000 a year. Folding boxes were reported in 683 sizes, only 193 of which were used by more than one store. Paper bags are made for department and specialty stores in 250 sizes.

How the standardization project would reduce the thousands of odd sizes with resultant savings was reflected in the recommendations of the working committees which suggested 75 sizes in set-up boxes, 63 in corrugated boxes, 23 in folding boxes and 22 in paper bags, as sufficient to cover all needs of the average department or specialty store.

Carton Deception Considerations

Manufacturers, in a statement recently issued by the Toilet Goods Assn., are advised to keep five points in mind in studying the carton situation raised by the "deceptive" containers provisions of the Food and Drug Act. The statement follows:

"The Food and Drug Administration has made many seizures involving alleged deceptive cartons for tubes containing tooth paste, etc. It is clear that it is the intention of the department to eliminate from the market, as far as possible, all deceptive cartons, whether for tubes or for jars or bottles.

"Due to competitive conditions in the industry, it is apparent that in the course of years, it has become almost an accepted part of merchandising policy to make cartons for collapsible tubes oversize. To a lesser extent this is also true of bottles and jars. This tendency has been accentuated by the fact that cartons customarily have performed the double function of containers and display in stores where the products were sold.

"The answers to the questionnaire already sent out by your board of standards confirm these views, and it is apparent from a study of these answers that very considerable changes in their cartons will have to be made by many manufacturers in this industry.

"This will in the long run be a benefit both to the public and to the industry, since together with the activities of the government under the Pure Food and Drug Act, it will place all competitors in the same position, and also may result in considerable savings in the cost of cartons.

"We counsel working with the Food and Drug Administration and if possible meeting its wishes so that necessary changes may be made with a minimum of friction and loss.

"In studying his carton situation the manufacturer may well keep in mind the following points:

1. The cartons may be shortened, which will involve in many cases changes in machinery, but this may solve the difficulty in particular instances.

2. Where the alleged deception consists in the use of an odd-shaped bottle, a full size picture of the bottle on the outside of the carton may remove the objection of the Administration thereto.

3. In all cases the net contents of the package within the carton should be prominently displayed on the outside of the carton.

4. Many cartons are over-sized to accommodate a sample of another product, or a small size of the same commodity which is in the carton. There is no objection to this provided both packages are always included in the carton when it is shipped and sold, but if it is done, it should be clearly announced on the outside of the carton.

5. Remember, and this is most important—Let the government know either direct or through the Board of Standards if you are proceeding to change the package or carton at this time. The Food and Drug Administration is cooperative where manufacturers are taking active steps to bring their cartons into accord with the provisions of the law."

Food Expenditures

The Bureau of Labor Statistics of the U. S. Department of Labor, in cooperation with a number of other Government agencies, has recently issued heretofore unavailable data indicating family food expenditures per week for 194 specific foods for families of various income brackets.

While it has long been known that the dollar volume of food purchases rises as income rises, these statistics now make it possible to study the channels into which these increased purchases tend to go. The American Institute of Food Distribution, Inc., has built a number of tables for specific foods by re-analyzing the Bureau of Labor's figures, eliminating data for other than white families.

Some of these tables are here presented, although it should be remembered in studying them that these figures are based upon a limited survey and cannot be considered as final and conclusive in any sense. They may, however, serve to a degree as a guide for packagers in anticipating market fluctuation and demand with increases in family incomes. Looked upon in this light, food packagers—even of products not listed—may find general indications leading to a degree of guidance for products each packager is particularly interested in.

Canned Asparagus

This has long been considered a semi-luxury food—borne out by the following figures which show a large increase in purchases as income rises. This difference is particularly outstanding in St. Louis.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.10	\$0.21	\$0.10
Kansas City.....05	.10
Minneapolis-St. Paul.....05	.21
St. Louis.....	.10	.36	.83
Salt Lake City.....	.05	.10	.52
New York City.....16	.52
Average (not weighted).....	.04	.15	.38

Canned String Beans

Purchases of string beans, it would appear, do not increase as rapidly after a certain point is reached. In a

At "NATIONAL"...

YOU'LL FIND
This
TEAMWORK
TOO!

ENERGETIC, pull-together action features "NATIONAL" Container Service!

This cooperative spirit marks "NATIONAL's" field contacts and is spread throughout its plant production lines.

"NATIONAL" Container Service is an enthusiastic team-up of skill, experience and a talent for merchandise display. Smart Packaging ideas are always ready to meet YOUR problem.

Make a Date . . . with
"NATIONAL"

NATIONAL CAN CORPORATION

SUBSIDIARY OF MCKEESPORT TIN PLATE CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY

Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N. Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

number of instances the amount spent for canned string beans by families in the highest income bracket covered is less than the amount spent in the lower brackets.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.21	\$1.04	\$0.52
Kansas City.....	.26	.42	.47
Minneapolis-St. Paul.....	.31	.36	.52
St. Louis.....	.16	.26	.83
Salt Lake City.....	.42	.73	.42
New York City.....	.10	.16	.42
Average (not weighted).....	.24	.49	.53

Canned Pineapple

Popularity of canned pineapple in the last few years is illustrated by the comparatively large amount spent for this product by the lowest income group. Nevertheless, purchases rise with each upward step in income.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.36	\$0.83	\$0.94
Kansas City.....	.10	.62	.73
Minneapolis-St. Paul.....	.21	.57	.73
St. Louis.....	.10	.57	.73
Salt Lake City.....	.47	1.04	1.30
New York City.....	.05	.36	.52
Average (not weighted).....	.22	.67	.83

Dried Raisins

Food institute's unweighted average of purchases of dried raisins runs in reverse to the usual picture presented by these figures. Lowest income groups purchase the largest amount of this commodity.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.21	\$0.26	\$0.05
Kansas City.....	.16	.10	.10
Minneapolis-St. Paul.....	.21	.10	.10
St. Louis.....	.0516
Salt Lake City.....	.57	.21	.31
New York City.....	.05	.16	.21
Average (not weighted).....	.21	.14	.16

Fresh Lemons

More lemons are purchased by each group as income rises. This is true for every city covered in the survey and is reflected in the unweighted average.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.62	\$0.88	\$0.78
Kansas City.....	.26	.42	.68
Minneapolis-St. Paul.....	.26	.36	.62
St. Louis.....	.31	.36	.78
Salt Lake City.....	.73	1.20	1.35
New York City.....	.42	.78	1.25
Average (not weighted).....	.43	.67	.91

Fresh Oranges

Large amount of oranges purchased even by the lowest income group probably accounts for the greatly increased

consumption of oranges in the past few years. Even so, a higher income means even more oranges.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$2.50	\$4.73	\$6.08
Kansas City.....	1.56	2.60	3.38
Minneapolis-St. Paul.....	2.76	3.90	4.84
St. Louis.....	2.50	3.02	4.73
Salt Lake City.....	3.17	4.58	5.98
New York City.....	2.24	3.95	5.25
Average (not weighted).....	2.45	3.79	5.04

Fresh Grapefruit

Purchases of fresh grapefruit would appear to double with each upward step of a family's income. The increase is even more notable as between the lowest and middle group.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$1.09	\$1.51	\$3.69
Kansas City.....	.42	1.20	1.35
Minneapolis-St. Paul.....	.36	.99	1.56
St. Louis.....	.36	.73	1.72
Salt Lake City.....	.52	1.09	2.70
New York City.....	.26	.83	1.72
Average (not weighted).....	.50	1.06	2.12

Canned Fish

Canned fish is sometimes considered almost a staple for low income families. Nevertheless, the Government figures show that purchases increase with every upward step taken by income.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.62	\$0.52	\$1.25
Kansas City.....	.47	.52	.73
Minneapolis-St. Paul.....	.68	.94	1.25
St. Louis.....	.68	.78	1.20
Salt Lake City.....	.83	1.09	1.61
New York City.....	.16	.57	.62
Average (not weighted).....	.57	.73	1.11

Canned Peas

Increased purchases of canned peas follow larger incomes. In almost every instance, the increase is relatively constant—a factor which would lead to the conclusion that the physical volume of peas purchased remains about the same and that the increase in dollar volume comes from the purchase of better grades.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.83	\$1.46	\$1.61
Kansas City.....	.78	.62	1.14
Minneapolis-St. Paul.....	.62	1.09	1.56
St. Louis.....	.05	.10
Salt Lake City.....	1.09	1.25	1.20
New York City.....	.36	.94	1.04
Average (not weighted).....	.62	.91	1.09

(Continued on page 88)

ELIMINATE MOISTURE USE

PROTEK-SORB

THE PROTECTIVE ABSORBENT

Prevent rust, corrosion, mildew or mold

PROTEK-SORB takes up and holds more than 45 percent of its own weight in water or vapor.

No longer should you worry about moisture damage in your shipments. Get away from expensive, messy, greasy and oily "protective" coatings for your packages. Stop the real cause of moisture damage—moisture inside the package.

From typewriters to tin — from bars of steel to bakers' crackers — from army shoes to airplanes — any kind of a product that is subject to rust, corrosion or mold can be shipped safely from here to HongKong with full protection against moisture damage by using PROTEK-SORB.

The method is simple. A small muslin bag of PROTEK-SORB placed in each container keeps the humidity constantly below the dangerous 30 percent point.

PROTEK-SORB is chemically inert — clean crystals that can be sealed within the shipping container to keep the contents desert dry.

In storage or shipments, PROTEK-SORB remains clean. It will not swell, cake or powder. It is non-deliquescent. It does not get sticky. It will not form dangerous corrosive compounds.

One pound of PROTEK-SORB is capable of absorbing approximately $\frac{1}{2}$ pound of water.



**PROTEK-SORB is supplied in small muslin bags
2 oz. to 2 lbs. per bag to fit your individual pack-
ing problems.**

THE LOGICAL WAY TO PACKAGE



WE WELCOME YOUR INQUIRIES

THE DAVISON CHEMICAL CORPORATION

SILICA GEL DEPARTMENT
BALTIMORE, MARYLAND

Here's Stopping Power-PLUS!



This intriguing diorama composed of many features that stop and hold shopping eyes. . . . An actual Santa doll, holding a real SHEAFFER LIFETIME FEATHERTOUCH PEN, is the center of attraction; the lithographed setting, backdrop, wings, skis, etc., are in full color, replete with the FEEL and CHEER of a giant high-grade Christmas card in diorama; the lighted diorama illuminates the LIFETIME ENSEMBLES exhibited below as Christmas gift suggestions. . . . This eye-stopper instantly wins front-line display position as the focal point of an unusual large decorated window, or on the counter inside the store—and it has the character and finesse that assures of hard-to-get space in exclusive jewelry store windows.

Consult **FORBES** for that unusual touch in display advertising that begets buying action.

FORBES		LITHOGRAPH CO.
P. O. BOX 513 • BOSTON		
NEW YORK	CHICAGO	CLEVELAND
ROCHESTER		DETROIT

MODERN DISPLAY

1. A combined display and vanity case wherein milady is shown a variety of lipsticks on tiny shelves at the base of the display and also can see immediately how it looks on her lips in the spot of mirrored acrylic resin at the top. By sanding the shelves and a narrow band around the mirror, light from a lamp in the base is delivered at just the right spots, while the transparent plastic sheet remains almost invisible. All designs created by The Displayers and shown through the courtesy of Rohm & Haas Co., Inc.



ACRYLIC PLASTICS FOR DISPLAYS

New materials possess characteristics offering display features heretofore unobtainable

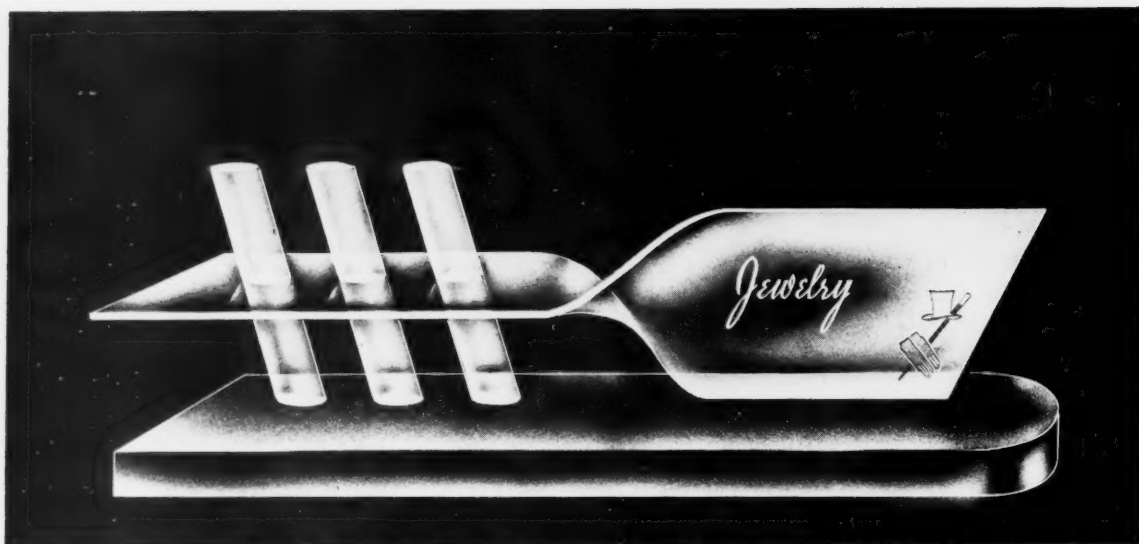
The problems of the display designer are many and complex. He must show the merchandise. He must relate it to the advertising message. He must provide a focus for consumer interest. When designing counter units, he must secure the interest and attention of the consumer, concentrating it upon the merchandise or upon some feature or sales point connected with the merchandise.

In seeking means of effectuating these ends, display designers have—through the years—turned to many materials. They have used glass, metal, wood, cardboard, silk-screening, printing, lithography, and always they have sought to use in their designs some element of novelty and eye appeal which would attract the consumer, plus such constructional features as would please the dealer and induce him to allot valuable counter space to the display.

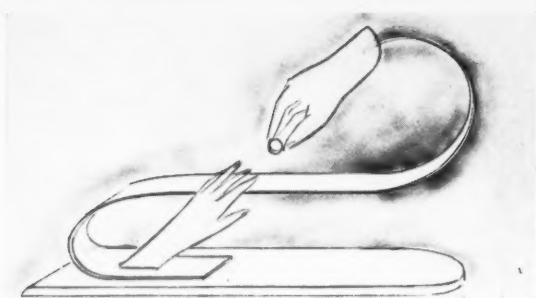
Within the last year or two, a new type of material has become available—the plastic acrylic resins. These materials offer a number of advantages which induce

their use not merely in competition with traditionally available materials, but because things can be done with the plastic acrylic resins which cannot be done with other materials.

Acrylic resins are available in cast sheets in sizes up to 45 in. by 55 in. They also may be had in formed shapes, in cast rods and in specially cast forms. These types are the ones most likely to be used for displays produced in limited quantities. When higher quantities are contemplated, it may become desirable to use the material as either a compression molding powder or an injection molding powder, forming the material on the molding press to a finished, polished shape. Where sheets, rods and bars are used, acrylic resins may be machined to various shapes. The material may be heated and then bent to any desired curve. Heating an acrylic resin piece to the temperature of boiling water, it may be bent by hand or across a simple form. It can be sawed, planed or drilled with ordinary woodworking tools. It can be



2



3

2. A new twist in display work provides a vertical, edge-lighted sign and a horizontal shelf for the product itself. Since the material is thermoplastic, the twisting operation is accomplished simply by heating and shaping by hand. The three rods at the left "pipe" light to the product from a source in the base, where illumination for the edge-lighted sign is also provided. The sign is engraved with a simple routing tool. 3. Two transparent acrylic resin hands form a dramatic display for rings—as durable as it is graceful.

turned on a lathe like any soft metal. Thus, it will be seen that the material is readily workable without requiring any great investment in fabricating equipment. In fact, usually the equipment already in place in display fabricating shops can be adopted at low expense to the fabrication of acrylic resin displays.

Turning to a consideration of the properties of the material, we find that it is actually somewhat clearer than glass. It is possible, by adding pigments or dyes, to achieve tinted transparencies of any shade or color and any degree of opacity.

Most unusual among its qualities is its ability to "pipe" light. It is so clear that light shot into the material at one end will be transmitted or "piped" around sharp curves and corners without appreciable loss of intensity. Because of this quality, it is possible to light displays constructed of acrylic resins at remote sources located in the base of the display and to carry the light in preplanned fashion to any desired point. By roughening areas (lettering, etc.), it is possible to brightly light desired portions while polished, unroughened surfaces remain almost invisible.

Other qualities are likewise advantageous from the point of view of the display user. These materials possess a high permanency of dimension and a high degree of rigidity. They are tough and strong and highly resis-

tant to water and to other materials which might damage other types of displays. They are resistant to weathering. They can be silvered for efficient mirrors and they may be colored by various methods over selected areas for lettering or decoration.

Armed with this unusual battery of favorable qualities, the acrylic resins have already—in the short time they have been on the market—achieved a relatively wide usage in the display field. Yet, such usage in no way measures up to their full potentialities and it may be safely predicted that the future will see an infinitely wider number of applications of the acrylic resins in the display field, despite the relatively high unit cost of the material. As against this cost, displayers have the possibility of securing this not heretofore obtainable material of a relatively low fabrication cost, arising from the fact that the acrylic resins are easily worked and are of a nature which make simple forms and simple designs generally desirable.

The illustrations on these pages are special designs created for Modern Packaging, not so much with a view toward their practical application as for the purpose of demonstrating the various possibilities inherent in these materials. These designs have a number of elements in common it will be noted. First, they do not fall into the usual fallacy of most displays—namely, concentrating

attention away from the product and onto the display itself. They serve rather as stage settings for the product and the message. They require little or no fancy and applied decorations. Their only function is as a display and this is their prime reason for existence and they need not justify themselves to the dealer by the use of fancy decorations.

It will be noted also that these fixtures follow the most modern lines of design. They utilize smooth surfaces inherent in their material. Their planes, angles and curves form pleasing shapes and because the material is attractive to look at and to touch and because it is sturdy and permanent, displays of this sort are considered by the dealer as store fixtures and are valued accordingly.

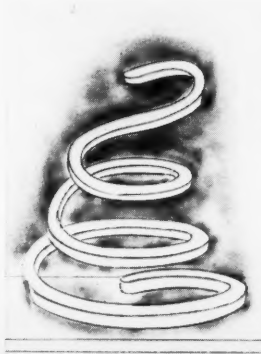
From the viewpoint of the dealer, they are advantageous both because of sales-creating potentialities and because they improve rather than detract from the ap-

pearance of the well-planned modernly equipped retail institution. In addition, dealers welcome the fact that such displays are easily maintained and easily cleaned and that they do not fade, crack or otherwise show wear over a long period of use. Thus they may frequently be sold to the dealer or be given on a "deal" as compensation for quantity purchases. They are, in fact, particularly suited to this type of usage, although in smaller sizes, the acrylic resins lend themselves almost equally well for use as permanent displays.

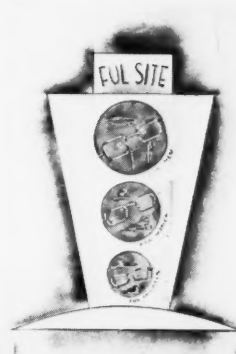
A close examination of the illustrations accompanying this article will disclose a number of unusual possibilities offered by acrylic resins. The use of the light transmission quality in connection with mirrors, as in illustration 1, solves the difficult problem formerly encountered whenever a mirror was to be used as an eye-attracting portion of a display. The use of (Continued on page 62)

4. A serpent tempts a modern Eve in a catchy display for small items. A disc of transparent resin is cut to a spiral with a jig-saw, heated, then stretched to this coil by hand. 5. An effective display for spectacles, cut from an acrylic resin sheet with ordinary wood-making tools, provides space for eye-catching photographs and holders for the product. 6. For perfumes, cosmetics and other small-package products, this display gives equal prominence to each item of the line as well as provides space for selling copy. The packages fit in small holes drilled in a resin bar which in turn is attached to an acrylic sheet. Illumination, from lights concealed in the base, is conducted through the sheet to highlight each package.

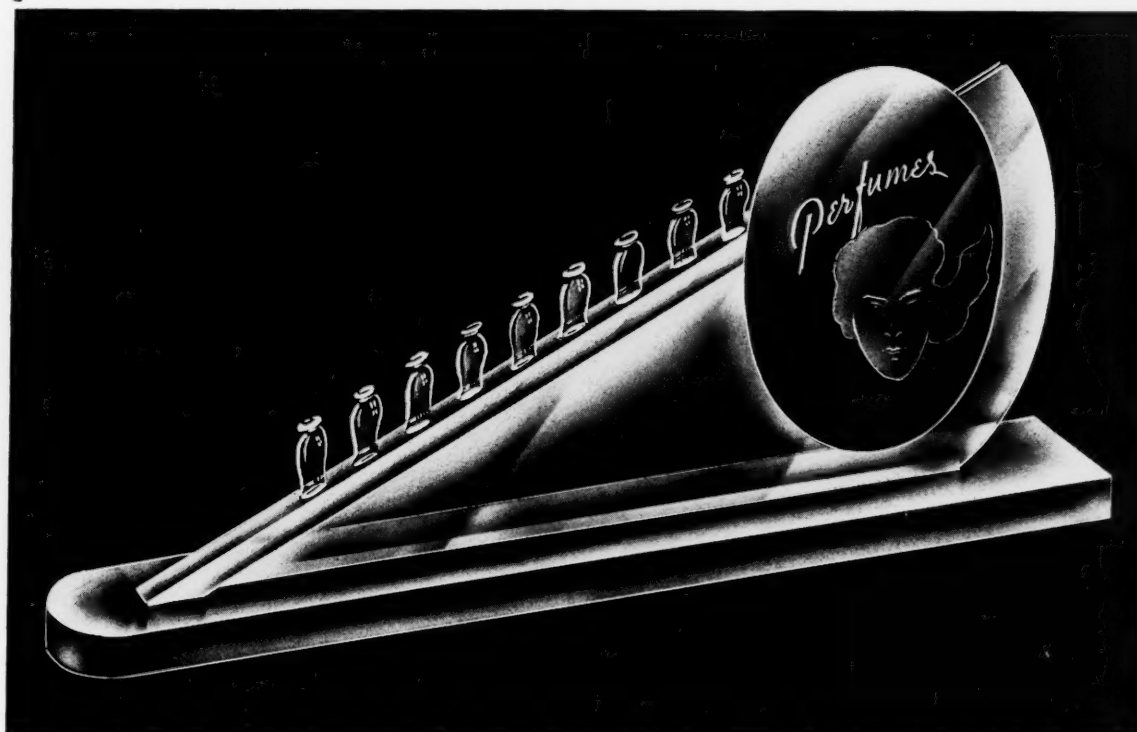
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5



6



DISPLAY GALLERY

SKI while
others **WAX**

Apply **SKIGLISS**
but once a year!

The World's Finest Ski Wax
Used by Champions



1. A jolly little skier, who looks as if he were ready to zip down a mountain side on his 11 in. real wooden skis, is making his appearance on ski shop counters. Processed in full color, this unique die-cut cardboard skier smiles over a full size can of Skigloss, a product of the Dee Bee Importing Co. The display unit ties in with the company's advertising campaign, the keynote theme behind the campaign being "Ski while others wax."

2. An effective merchandiser, utilized by Holton & Adams, Inc., holds 3 doz. "Zel" tooth brushes. The unit is printed in two colors to match the individual tooth brush cartons and is so constructed as to allow full view of the complete range of colors and brush shapes. The merchandiser originally serves as the shipping container, packed with a stepped sleeve and a corrugated lining for protection. Price space is provided on the front panel so that consumers may help themselves, thus saving salesclerk time. Produced by Alfa Displays, Inc.

3. Here's a type of window display that the druggist will probably be most happy to receive, since it features a general type of merchandise rather than one particular product and thus promotes a variety of products. Given space in the drug store window, the display should help to remind the male passerby to replenish his shaving needs—whatever they may be. The different methods of shaving as practiced in these times are prominently illustrated. Created by United Drug Co. and lithographed by The Forbes Lithograph Co.

4. Since the Micro-Dial expansive bit is a new product in the Irwin Auger Bit Co. line, it was decided that a display would be necessary to bring the item out on store counters where the public could become acquainted with it. A display card was prepared, the card being die-cut to hold one Micro-Dial bit in its sales container. The consumer can thus readily see the actual product as well as get a comprehensive idea as to its construction and performance qualities from information given on the card. Display card produced by Typographic Press, Inc.

5. The Kellogg Co. bicycle display achieves a threefold purpose. It gives the dealer a device which assists him in the selling of products

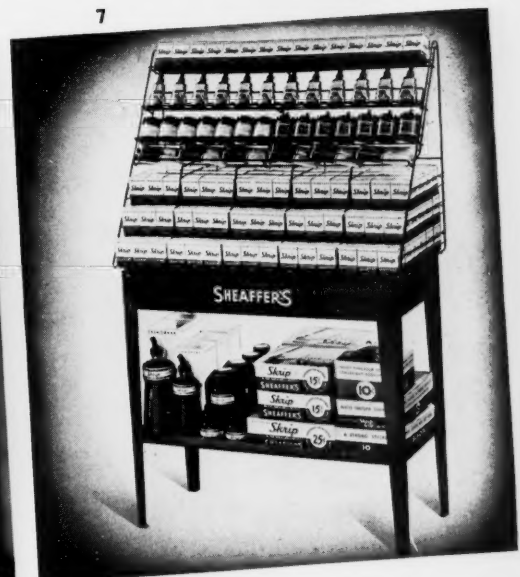


other than Kellogg's Corn Flakes, it encourages consumer self-service and it provides a display which permits the presentation of a good supply of actual sales packages. The display ships flat, its construction permitting it to be easily set up to achieve a third dimensional effect. The full color reproduction of the two children would seem to attract attention to the basket on the front of the bicycle which provides display space for packages. Lithographed by Zipprodt, Inc.

6. The St. Clair Manufacturing Co. presents its Razorette-Jr. in individual oval containers with colored bases and transparent covers. A larger oval container, with transparent lid, is utilized to display the Razorettes-Jr. Attached to the display container is an upright placard which pictorially illustrates for the consumer four different uses of the product. For the information of the salesclerk, the back of the display card contains a complete sales talk with hints for making the blades last longer, etc.

7. Called the Skrip Sales Stimulator, this new display is offered to dealers with an assortment of Skrip and Sheaffer's adhesive products. Construction is a sturdy combination of sheet metal for the table and wire for the super-structure. The table is shipped knocked down, but can be re-assembled easily by the dealer. Finished in a durable light brown baked enamel, the display harmonizes attractively with store interiors and provides a good background for the colorful Sheaffer packages. In spite of the display's capacity to hold a good selection of merchandise, its dimensions are such as to occupy but a small counter area. The unit is 51½ in. high, 32¾ in. wide and 14¼ in. deep, the table height being 29¼ in. Designed and manufactured by The Washburn Co.

8. Tests of consumer interest have proved the fact that many people are attracted by a picture of a baby as a design motif in advertising material or on displays. So if one baby is good, the Centaur Co. decided that three babies would be three times as good. Thus three baby cut-outs appear on their latest display for Castoria. The natural charm of the children is effectively presented in full color. Produced by Einson-Freeman Co., Inc.





Left: Front view of the new Heublein cocktail display. The unit is in three parts, the upper portion being suspended on a wooden rod set in the display piece and faced with a lithographed simulation of the product being poured. Above: Changeover from window to counter size or the reverse is accomplished by replacement of a long rod and facing with a smaller one.

ADJUSTABLE WINDOW DISPLAY

may be converted into a counter unit of shorter height after serving original window display purposes

Designers of the G. F. Heublein & Bro. cocktail display, recently made available to dealers, were confronted with a number of problems not the least of which was the necessity for securing a high degree of flexibility in window size (and particularly in window height) so as to permit use of the display in tall windows and in window and counter positions where vertical space for display purposes is extremely limited.

They found the solution, without loss of human interest, action or appetite appeal, in the form of a 3-piece unit consisting of a base bearing a lithographed reproduction of a number of bottles of the company's product ready for use on a serving tray. Set above this easeled base and seemingly supported only by a pouring stream of the cocktail fluid itself appears a head, a hand, a bit of copy and a pouring bottle providing an illusion of action by the very fact that this entire grouping is seemingly sus-

pended on a single point or line. The illusion is accomplished through the use of a double easel and a small wooden rod which supports the upper portion of the display at the proper position above the lower section. The rod is faced with a die-cut lithographed reproduction of the pouring fluid.

To permit of adjustment in height, each display is shipped with two such faced rods, one short one for use on counters and in small windows and the second with a facing almost 12 in. in length for use whenever vertical display space will permit.

The company reports widespread dealer acceptance of the unit, induced in large measure by its flexible feature. Increased sales are reported as occurring immediately following the installation of this display.

Credit: Display designed and produced by the Brett Lithographing Co.

PERMANENCE PLUS CHANGEABILITY

Autopoint Co. combines wood and plastics to achieve an attractive counter fixture with marked utility to the dealer

The Autopoint Co., manufacturer of mechanical pencils, is no novice in the use of counter displays, having successfully promoted a number of these to the stationary trade in years past. Yet it has completely revised its display program recently in keeping with newly introduced improved models of its pencils and a widened color range.

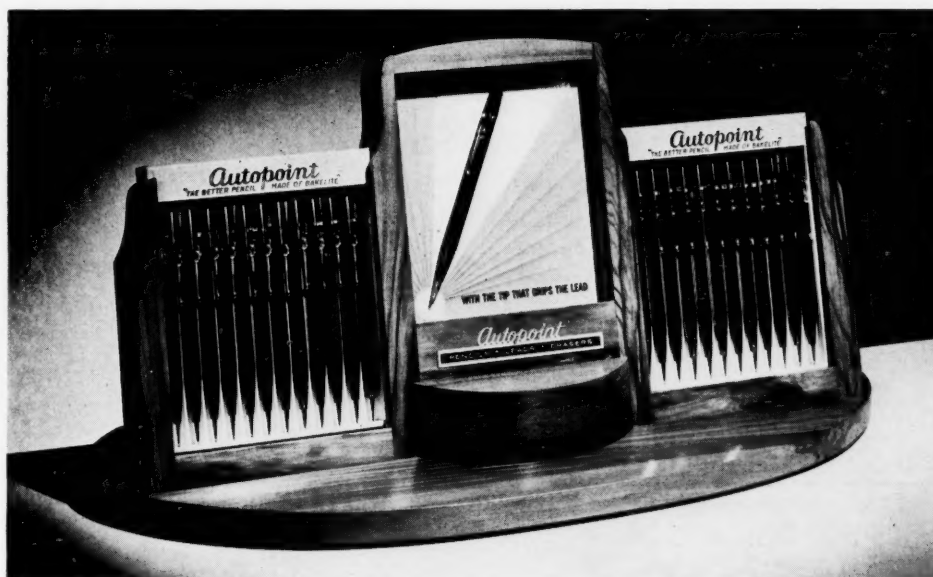
The display is designed to present the product under the most attractive conditions and, at the same time, to afford the dealer a means of securing sales and keeping stock not only of Autopoint pencils, but of leads, erasers and other accessory items.

The unit consists of a wooden base from which rises three slanting panels, the center panel being stepped up above those on either side. These panels are so slotted as to accept—by slide and draw construction—molded urea plastic trays holding a group of pencils. The varied

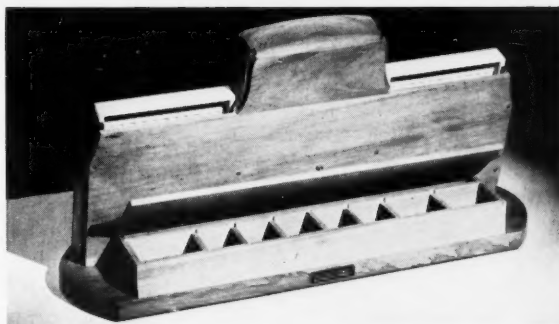
colored pencils are thus offered against a background of creamy white plastics. They are protected against pilferage by a glass plate, yet are easily removed by the dealer when it is desired to make a selection.

The center panel is likewise removable, but is completely enclosed in wood since this is designed as a permanent display feature with its exhibit portion to be changed only after extended periods. For dealer convenience, the rear of the display is equipped with a partition box with hinged wooden lid in which can be stored a complete range of pencil accessories.

Credit: Wooden display manufactured by the Continental Manufacturing Co. Pencil trays molded by the Autopoint Co. Metal nameplate and identification plate by Etched Products Corp. Central display panel by the Mica Insulator Co.



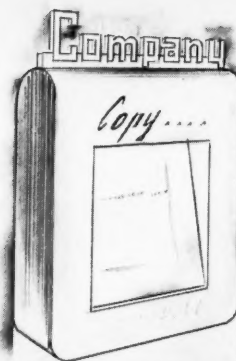
Above: Consumer's eye view of the new Autopoint counter display, an attractive permanent wooden fixture protecting the product against pilferage, but permitting the dealer easy access to a dozen pencils simultaneously. Right: Dealer's eye view discloses accessory receptacles in partitioned wood box at rear of display. Note how construction permits withdrawal of loaded molded trays by the dealer.





7

7. Nothing blocks the buyer's vision when counter displays are made of transparent acrylic resins. The simple unit above makes every aspect of the gloves visible without obscuring other merchandising efforts. The base is bent simply by heating and laying across a wooden form; the gloves fit into slots jig-sawed from a flat sheet. 8. One light provides illumination for an edge-lighted acrylic resin sign, cut-out letters and changeable copy in this compact unit.



8

ACRYLIC PLASTICS FOR DISPLAYS

(Continued from page 57)

a twisted plane, as in illustration 3, is accomplished by simply heating and shaping a flat sheet. While a somewhat similar effect might be obtained in metal, it would be most difficult to achieve it in most other materials. Light transmission is used to highlight packages partially inserted into drilled holes in illustration 2.

Three-dimensional forms are not necessarily difficult to achieve or expensive when fabricated. The spiral serpent display is a good case in point, for it is scroll cut

from a single flat sheet and formed to shape by a simple hand operation after heating.

It might be suspected—what with so much discussion of light transmission as a quality obtainable through the use of acrylic displays—that such units would be expensive to maintain. This, however, is not the case. The great transparency of the material and the light "piping" quality actually combine to eliminate light dissipation. The major portion of the light is "piped" to the points where it is wanted and thus sources of relatively low wattage may be utilized to produce economical but nonetheless effective displays.

All illustrations are shown through the courtesy of the Rohm & Haas Co., Inc. Designs created by The Displayers. All rights to the use of the designs here shown are reserved.

LUCKY SEVENTH—IN FULL COLOR

(Continued from page 29)

pensive, particularly in view of the high-speed packaging operations through which each carton must pass. The very infrequent breakage of a transparent window—so infrequent as not to be a factor deterrent to its use for most products—proved a bit of a nuisance here in view of the company's tremendous production, high-speed packaging and wide-spread shipment of its products. Thus the company looked about for other means of achieving the pictorial advantages offered by the transparent window without the drawbacks involved in its use.

A short time ago, the means was found in the perfection of high speed printing and full color photographic reproduction, and the package has now gone through its sixth successive change in a period of 27 years. The box has been revised to picture Krumbles in combination with fruits in full color. One panel of each container presents the product as used with bananas, an all-year 'round fruit unaffected by seasonal factors and a fruit most frequently eaten with breakfast foods of this sort. The opposite face of the package is prepared in six different combinations, showing the Krumbles as used with various types of berries, apricots and peaches. Emphasis is given to the use of "fresh, canned or frozen fruits" in order that the dealer may benefit by the use of any of these which he may carry. The top and bottom rules have been removed to give height to the box and the word "Krumbles" is given greater prominence on the top and bottom panels for side display. One side panel outlines a series of party games and offers a party game book which has definite consumer appeal and which permits the company to establish contact with the ultimate consumer of its product. The opposite side panel describes the cereal in detail and promotes its combination with fruits. This panel also lists other Kellogg products and emphasizes the type of wrapping used by the company to preserve the freshness of its product. Some further changes in wording on the package have been made to achieve further conformity with the Federal Food, Drug and Cosmetic Act.

One of the most notable features of the new container is its appearance on display. The seven different panels available for display permit the dealer to construct complete window or counter units of non-repetitive design and thus to create far more consumer interest in the packages than would be the case if each package merely repeated the wording and illustration of those on either side.

The packages, the company reports, have met with a spectacularly enthusiastic dealer reception, particularly because they not only display the Kellogg product, but suggest the sale of fruits in any of the three forms which the dealer may carry.

Credit: Cartons by the Sutherland Paper Co. Color photography by Jeffrey White Studios. Printing plates by the Crescent Engraving Co.



SALES *Building* DISPLAYS

This highly successful counter display is typical of ADVERTISING METAL DISPLAY CO.'s achievements for innumerable leading concerns.

Every item is out in front. And highly visible lettering of the product's name and slogan—is another sales-building feature of our metal displays.

Our Metal Signs also feature brilliant eye appeal in DuPont High Baked DuLux silk screen or color lithography. A thousand or a million signs are produced by us with equal perfection.

Write for illustrated booklet and full particulars.

ADVERTISING METAL DISPLAY CO.

Factory and General Offices: 125 N. Green St., Chicago
Eastern Division: 2 E. 23rd St., New York

What we've been doing in 1939

MAY SAVE YOU MONEY IN 1940

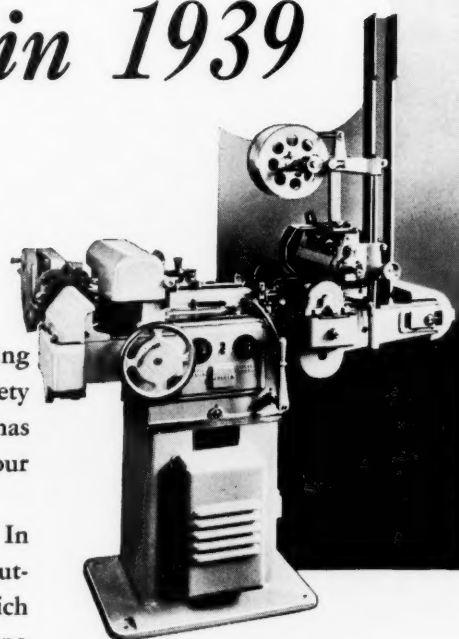
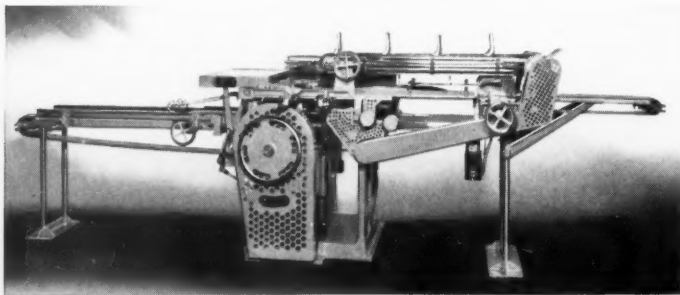
1939 has been a busy year for us. Manufacturers have been calling for new types of wrapping machines to carry out a wide variety of package improvements. And the need for lower costs has prompted many concerns to replace obsolete equipment with our faster, modern machines.

Such activity is an added stimulus to inventive ingenuity. In the past year, our designers and engineers have produced outstanding improvements in machine design and construction which may prove extremely valuable in lowering your costs. Something to take advantage of in 1940!

In addition to producing a better package, modern machines invariably operate at much higher speeds; they save floor space; require less supervision; and are more flexible—adjustable to various size packages. In some cases, their greater capacity makes it possible to step up efficiency along the entire production line.

Why not make a note *now* to look into the subject with us? Write us, or consult our nearest office for assistance in package improvement or ways of lowering costs.

PACKAGE MACHINERY COMPANY • Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO
Mexico, D. F. Apartado 2303 Buenos Aires, Argentina: David H. Orton, Maipu 231
Peterborough, England: Baker Perkins, Ltd.
Melbourne, Australia: Baker Perkins, Pty., Ltd.



Model CM-2

High Speed of 380 per min.

Today, *speed* is machinery's answer to the manufacturer's problem of rising costs—and for that reason, the CM-2 fills a real need. Designed to wrap comparatively small packages, this machine operates at extremely high speeds—from 250 to 380 packages per minute, depending on the size of the package.

Quickly adjustable for different sizes within its range. Uses plain, moisture-proof, or heat-sealing transparent cellulose in roll form. In addition to the usual type carton, it wraps boats containing loose articles.

Model FA-2-Q

The Last Word in Flexibility

In recent years, the keynote of wrapping machine design has been *flexibility*. Today, the question is **HOW** flexible.

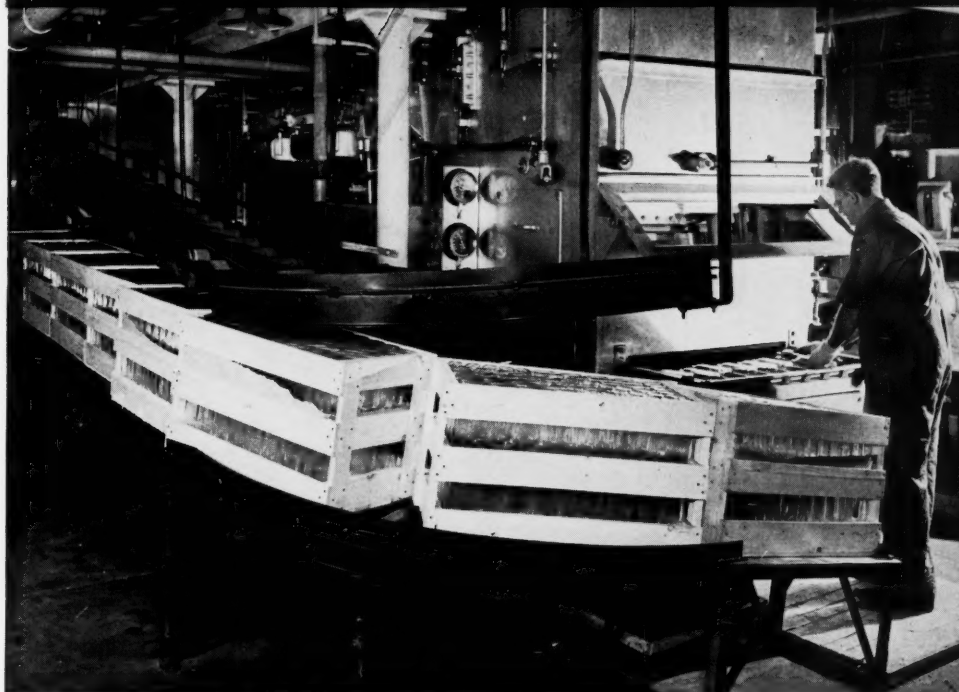
Our FA type machines, handling an extremely wide size range, can be changed from one size package to another in only 10 minutes— $\frac{1}{3}$ of former time required. (This change covers all three dimensions.) May be equipped to handle any type of wrapping material—printed material may be used in economical roll form, registered accurately by Electric Eye. Wraps open boats, turned-up-side trays, and extension-edge boxes, as well as ordinary cartons.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING TECHNIQUE and PRODUCTION

1. An inclined roller conveyor brings the bottles in wooden cases to an operator on the basement floor of the Pinkham plant who places the bottles into the 2-story sterilizer machine.



PINKHAM PLANT GOES AUTOMATIC

Replacement of wrap by carton is followed by installation of completely automatic line for packaging Pinkham's Vegetable Compound

The Lydia E. Pinkham Medicine Co., which for 60 years of its existence utilized either hand packaging or a combination of automatic, semi-automatic and hand operations, has recently installed a completely automatic packaging line in its Lynn, Mass. plant, including a number of features unique to the drug industry.

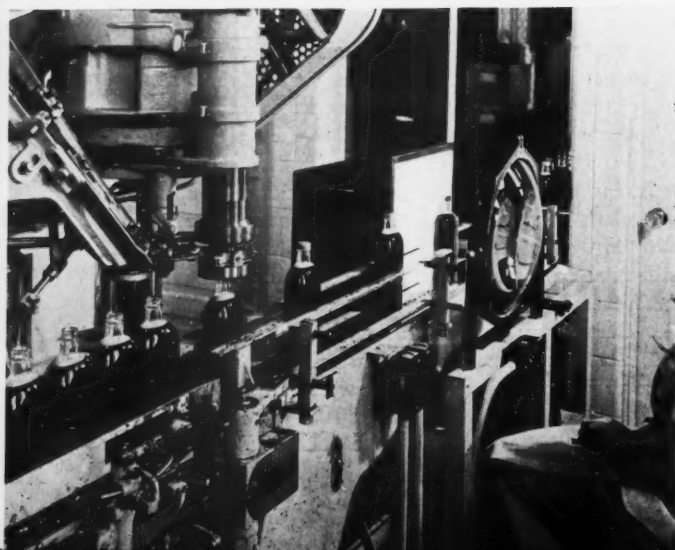
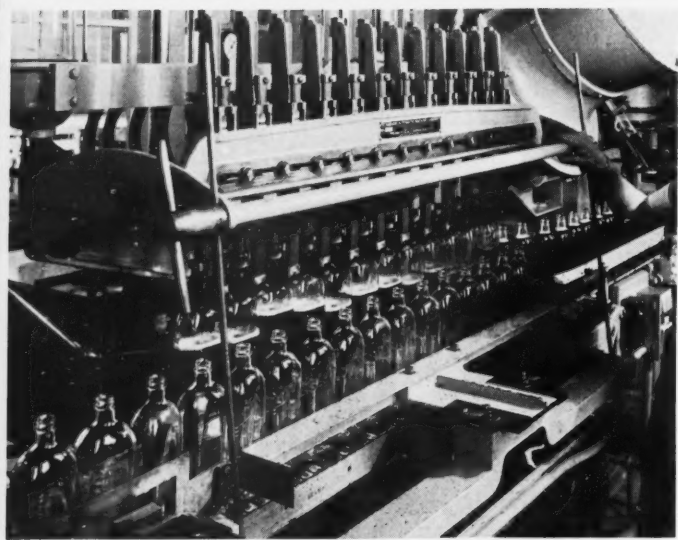
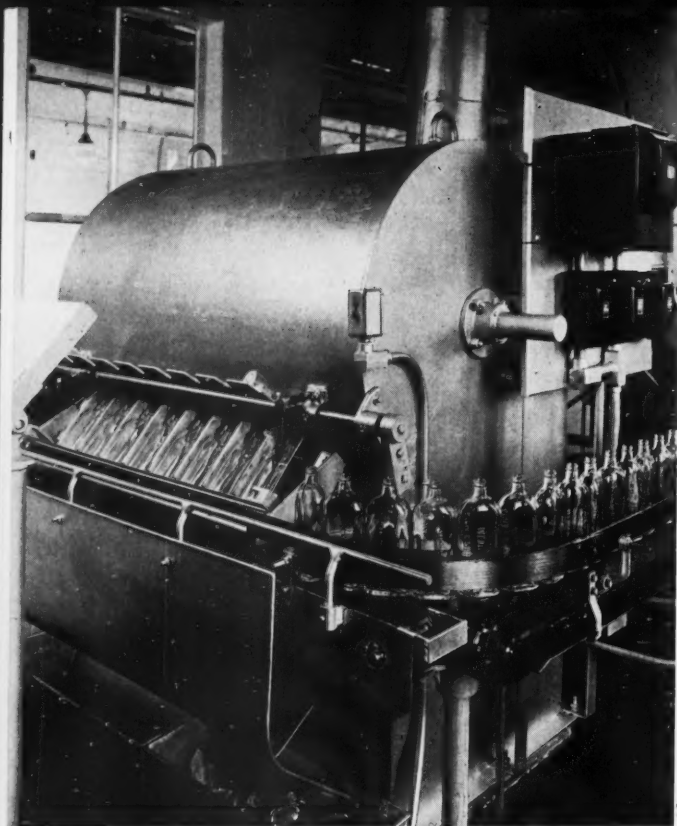
Until some 10 years ago, the company did all of its packaging by hand. At a long bench in the packaging room, some 15 men stood and did nothing but wrap Pinkham bottles by hand. In fact, these men went through the same operation for so many years that the floor had to be replaced beneath them where they had worn it out.

Some 10 years ago, the company installed a labeler and a wrapping machine and this equipment was utilized until July of 1939 when a cartoner was introduced to replace an old package wrapper. Simultaneous with the introduction of the cartoner, the basic design of the

package was modernized and a completely new line of equipment installed.

The new line begins in the basement of the plant where conveyors carry large wooden cases, holding 120 bottles, from the truck platform from which they are delivered directly to a sterilizer. At this point, an operator takes the bottles from the cases and places them in the sterilizer at a rate of approximately 43 units per minute.

Wooden cases are utilized—filled at the freight yard from freight cars—because the company has found this method to be less expensive than the use of re-shippers, particularly in view of the outgoing shipment procedure followed by the firm which does not allow of further utilization of corrugated re-shipper cartons along the lines generally followed by many other plants. Time, it is claimed, is saved for the sterilizer feeding man, since a change of cases now occurs only at three minute intervals whereas, if re-shippers were utilized, change



from case to case would be required at approximately 20 second intervals.

The sterilizer is of unique construction, particularly in that it operates as a lifting conveyor, having its receiving end on the lower floor and its discharge end on the floor above. Bottles, when entering the sterilizer, are placed on a rack in front of the machine and inserted automatically by the machine into pockets. In these pockets, they are submerged in an alkaline rinse for eight minutes, after which they are carried up overhead, upside down, and subjected to water rinses. These start at 135 deg. F. and end at 180 deg. F. At this point, the bottles are subjected to an exposure of steam, so that when they are finally lifted to the bottling room on the floor above, they are as sterile as possible and spoilage of the product is thus prevented.

The bottles, having been lifted to the packaging floor by an elevator built into the sterilizer, are slid automatically to a conveyor which carries them to the filling machine, a vacuum type unit equipped with double overflow bowls and a continuously operating, rotary vacuum valve which shifts the vacuum from one overflow bowl to the other when the occasion demands. Twelve bottles are filled simultaneously and as each bottle is filled to the exact level desired, the overflow runs into one of the upper bowls and drains from the bowl back to the original machine supply tank. Because the machine handles twelve bottles at a time, filling of each bottle can be performed at a relatively low rate while maintaining high total output. Such low rate filling, it is claimed, reduces air infusion into the product to a minimum and thus insures an accurate fill.

As the bottles leave the filler, they proceed through a short length of conveyor to a single head, automatic capper equipped with an automatic cap feeding hopper. As a cap comes from this hopper to the capping head, its inner surfaces are subjected to violet ray sterilizing light. Design of the machine is such as to minimize shock to the bottles, the only point at which the bottles stop being that point at which the cap is applied. The capping chuck is of a floating type and although rugged is of light construction, permitting the caps to be applied with the desired tension while allowing for minor variations of either cap or glass.

Bottles leaving the capper run past a bottlescope, a large magnifying glass and light source, permitting of

2. Discharge end of the sterilizer on the upper packaging floor of the plant. Bottles leaving the sterilizer proceed by conveyor to—

3. An automatic filling machine which maintains high output with a relatively slow filling rate by virtue of its 12 filling heads. Bottles awaiting filling gather in their proper positions on the conveyor ready to replace filled bottles which are discharged toward the capping machine. 4. A single head, automatic capper applies continuous thread, single shell caps. The bottles then proceed by conveyor past light box and magnifying glass where they are inspected. 5. Close-up view of the inspection station, showing how the bottlescope permits of speedy examination of every container passing on the conveyor line. The counting unit by the

speedy inspection of container and product without slowing up the movement of the line. The bottling room itself is equipped with tiled walls and a mastick floor. Walls and floor are washed once a week with soap and water and every other week the whole room is sprayed with a 5 per cent Phenol solution. The room is kept closed while the line is in operation and air coming into it is filtered and washed. Air is forced into the room at a rate of over 100 ft. per minute.

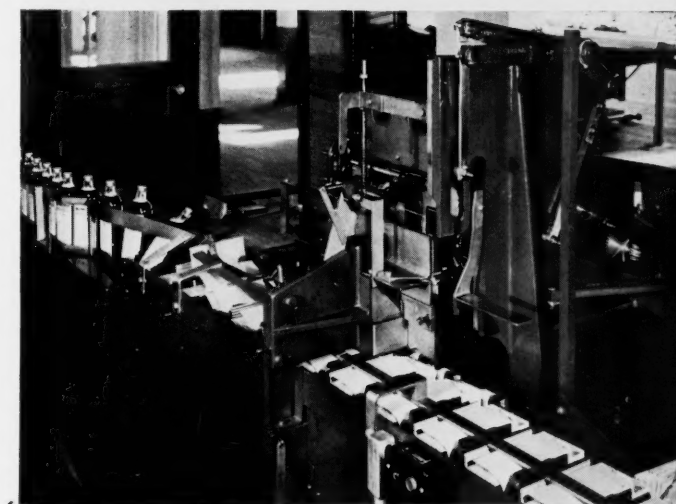
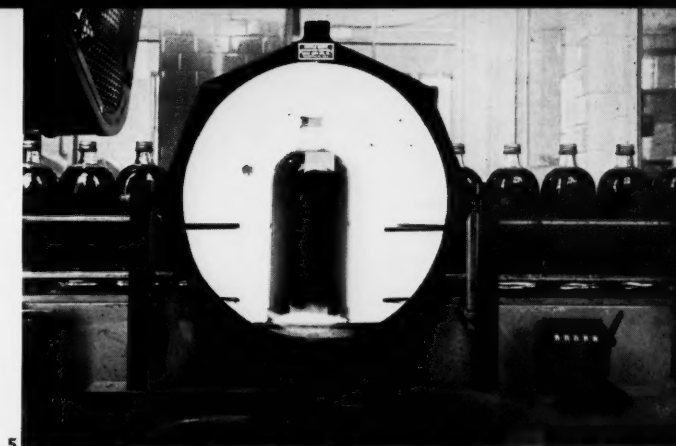
Capped and inspected bottles leave this room through a narrow port and are conveyed to the labeler, the only unit in the line which is not completely new. This machine has, however, been rebuilt to operate at the higher speeds of production required by the other units in the line. Glue is applied to the bottle rather than to the label and this, it is claimed, eliminates the need of mechanical label pickers.

Leaving the labeler, the bottles are automatically laid on their sides and then enter the cartoner. This machine successively enrobes the bottles in corrugated, protective wraps, places an insert over each bottle and then places the assembly into the carton which has been automatically set up in preparation for this operation. Carton tabs are then closed and the cartons pass through another short length of conveyor into a third room where they are packed by hand, for shipment, into cases holding a dozen cartons each. In this packing room, the dozen cases are assembled by hand and are put on a conveyor which carries them to a man who places the single cartons into the shipping cases.

An interesting aspect of the new line is the way in which it has minimized breakage. On an average daily output of 50 gross, breakage is reported to be held down to a maximum of some 95 bottles per day. At the point of going into the sterilizer, a preliminary inspection by the sterilizer feeding operator eliminates an average of 15 bottles per day. At the discharge end of the sterilizer, some 50 containers daily are discarded because of fractures which become apparent during the sterilizing operation or occur therein. After filling and capping, at the point of bottlescope examination, some 30 additional bottles may be removed each day because of imperfections of the bottles, the closures or the product itself or because of inaccuracy of fill.

Credit: Washer and sterilizer by Rice & Adams Corp. Bottle filler, capper and labeler by Pneumatic Scale Corp., Ltd. Cartoner by F. B. Redington Co.

inspection station is used by the operator to keep a check of rejected containers. 6. Just prior to entering the cartoner, bottles are turned from upright to horizontal position. The cartoner wraps each bottle in corrugated protective board and inserts a descriptive folder. 7. Carton loading station on the cartoning machine. Cartons are erected as required for use, loaded and closed while in continuous motion. 8. Completed packages discharged from the cartoning machine pass through a wall to the casing station to an operator who loads them into shipping cases of corrugated board. These latter have been previously erected at another point in the shipping room and proceed to the operator on inclined roller conveyors.





1. Typical oilboard shipping stencils. Note how lettering can be spaced to achieve an attractive appearance. Oilboard lubricates cutting dies and prevents excessive wear.

There are, of course, numerous ways of marking shipping containers, both for identification of the goods within and for addressing containers to distributors or recipients. Labels, tags and seals are frequently used, particularly on light weight containers which can be lifted by handlers for examination. On heavy corrugated cases and on wooden boxes, barrels, metal drums, burlap and cotton bags and many other types of packages or shipping containers, it is frequently difficult to apply identification of the sort described above, many packagers therefore utilizing some form of stencil marking.

To facilitate such marking, stencil machines have been developed. These are essentially devices for cutting cardboard or oilboard stencils. They permit of speedy and exceedingly neat cutting of stencils and produce stencils capable of multiple use over a long period. Particularly where numerous shipments to a given address are anticipated, the use of stencils offers more than any other marking method in spite of the time spent in making the original stencil. Even, however, where only a few shipments are to be made to a given address, many manufacturers utilize stencils because of the neatness of the marking provided and because large and

legible addresses serve to minimize mis-shipments and attendant loss.

Stencil markings are not limited in their packaging and shipping use, however, to addressing alone. Numerous manufacturers, who have no addressing requirements, utilize stencils to identify packages held in stock to indicate package or container age or to place responsibility for future disclosure of defects upon specific departments of a plant through which the merchandise has passed in the process of fabrication.






Frequently stencils prove useful when it is necessary to mark shipping cases with gross, legal or net weight, contents or value, particularly when such factors cannot be predicted prior to packing and when, therefore, pre-printing of the shipping case to carry this information is not practical.

A fairly large range of stenciling machines are available on the market, their initial cost running from as low as \$95 to a top in the neighborhood of \$225. Each machine is essentially a device for positioning dies over any desired part of the stencil board and for punching the board with the desired die. Two methods are utilized to bring dies into position. Some machines utilize a

2. Fancy stencil designs are frequently used, being made up to order in brass.



DO YOU KNOW HOW...

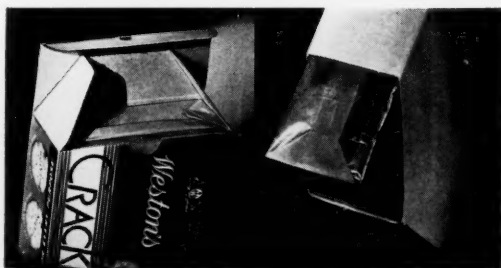
- 1  TO CUT CARTON COSTS?
- 2  TO MAKE EASY OPENERS?
- 3  TO INSURE PRODUCT FLAVOR?
- 4  TO KEEP OUT WEEVILS?
- 5  TO GET LOWER COST PER CONTAINER?



1 ECONOMY FLAPS, as their name indicates, save board and reduce carton costs. On many cartons it is entirely practical to shorten the wide top and bottom flaps as indicated in the illustration above. With the flaps shortened in this manner it is doubly important to have square, tight seals insured by Pneumatic Bottom and Top Sealers.



2 EASY OPENING and reclosing cartons are important for continued consumer acceptance of your product. Illustrated are two practical reclosure cartons produced on Pneumatic machines. RITZ printed carton is inner lined, then liner is triple folded and carton top tucked and glue sealed. Wheatena plain shell is bottom tucked, then lined and top sealed, then inverted and tight wrapped. Both are sift-proof and pilfer-proof easy openers.



3 FLAVOR SELLS most food products, so your package should be made to retain flavor and freshness and exclude any odors which might taint your product. Hundreds of products depend on Pneumatic made carton liners to safeguard flavor. The independent, triple fold, lining top closure is another Pneumatic contribution to still greater flavor protection for food products.



4 WEEVILS CAN'T get into cereal packages which are double tight-wrapped the Pneumatic way. First a plain shell is glue sealed tight at both ends, then the shell is wrapped with an all-over glued sheet of strong Kraft paper, covering all corners, and finally a printed outer wrap is glued tight to all six carton surfaces. This triple protection is positive insurance against weevil infestation and it is economical too.

5 LOWER COST PER CONTAINER is the ultimate aim of every packer of liquid or dry commodities. First cost of packaging or bottling machinery soon fades away if you invest in equipment which gives you highest efficiency, lowest maintenance, smoothest performance, in short "lower cost per container." Pneumatic is the answer.

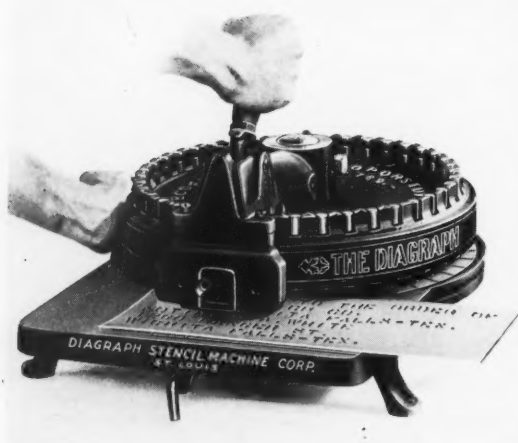
PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

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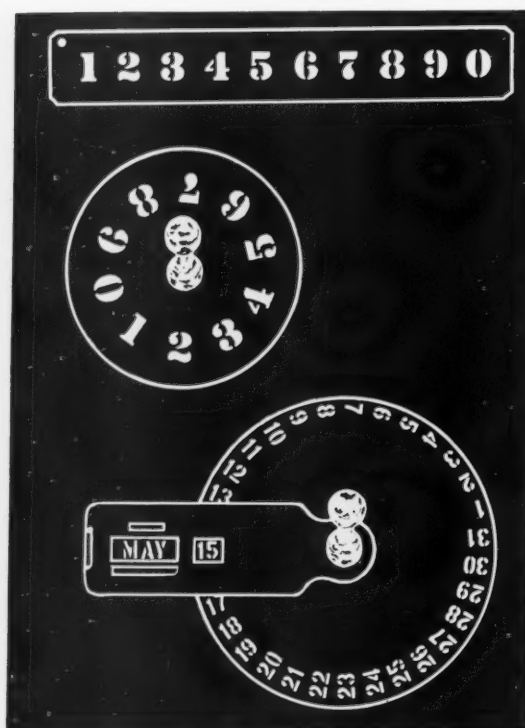




3



4



5

rotary die wheel which is revolved to bring any desired letter under a lever which is then depressed to punch the board. Another type of machine arranges, punches and dies a straight line, the lever mechanism being movable here and moving with the board to the desired position under which every letter or symbol is next to be punched.

Machines are available for cutting stencils in various sizes, the most common letter heights being $\frac{1}{2}$ in., $\frac{3}{4}$ in., $\frac{7}{8}$ in., 1 in., $1\frac{1}{2}$ in. and $1\frac{3}{4}$ in.

Two types of board are utilized in stencil marking, an unoled or plain board being a low priced stencil stock for use when stencils are not filed for future usage. Oiled board is a processed board, cured with vegetable oils to prevent it from becoming brittle and to lubricate the punches and dies of the stenciling machines. Oilboard stencils are generally used where the shipper wants a permanent file of customers' names and addresses. It is claimed that a single oilboard stencil will suitably mark from 1500 to 2000 cases if properly cared for. Stencil boards are available in sizes from 4 in. by 12 in. to 24 in. by 40 in.

Special stencil inks and self-feeding stencil brushes are utilized in marking. These brushes permit the quick application of stencil lettering, since the operator merely daubs the ink onto the stencil after it has been placed in its proper position on the container, the stencil keeping the ink away from all those portions which have not previously been cut.

Stencil marking is generally thought of as an extremely crude and bold sort of lettering. This is not always the case. A careful and skilled operator can readily cut attractive stencil designs and a number of type faces are available which are both legible and appealing to the eye. Special devices are available for circular stencils, a form particularly useful on drum and barrel heads. Pre-cut numbering stencils for dating or other number marking are likewise available. These are usually in the wheel form with a handle at the center. In some instances, provision is made for inserting, in a portion of the stenciling device, a small stencil denoting a month, the wheel being revolved to bring the proper date into position. Adjustable stencils consisting of single lines which interlock to form any desired wording are also available.

For elaborate designs incorporating trade marks, special types of lettering and similar effects, stencils are, on occasion, made up to order by stencil machinery manufacturers. Cost here depends largely on size of design and amount of lettering. Such permanent marking stencils are usually made of smooth brass, sufficiently flexible to permit it to lie close to irregular work.

3. Typical stencil cutting machine. Dies are on the rotating wheel and are moved into position under the die punch handle. The stencil is moved into position on the cutting platform.

4. Export shipping stencils. Note how diagonal lines may be cut to form designs. 5. Permanent metal stencils as utilized for figure marking and dating. All illustrations courtesy of Diagram-Bradley Stencil Machine Corp.



"KNOCKLESS PERFORMANCE"

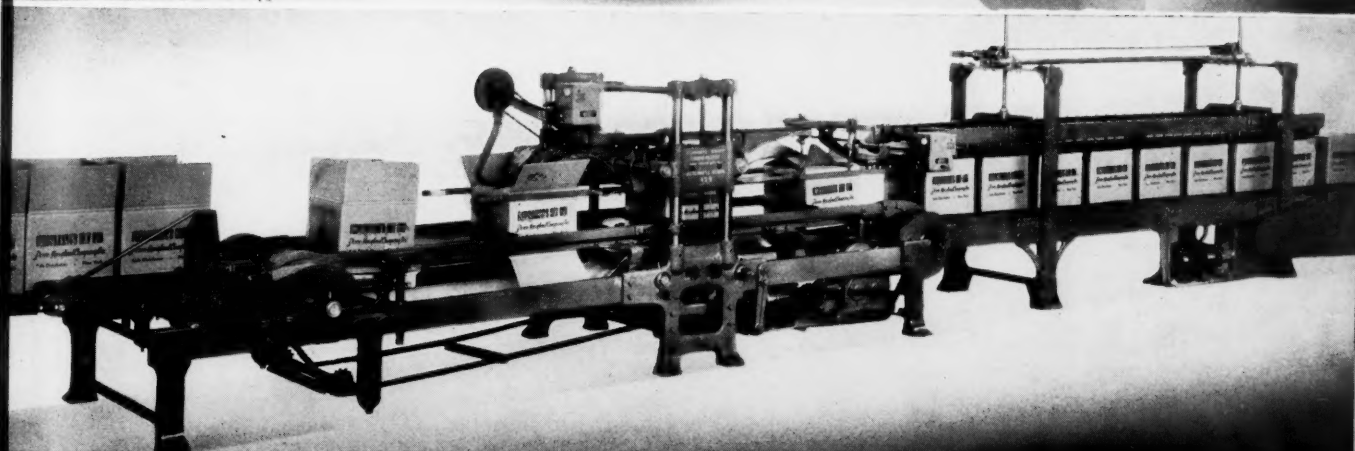
Say Major Oil Companies
about their
STANDARD-KNAPP Case Sealers

It's the business of oil refiners to keep machinery running smoothly and efficiently.

Knowing good machinery when they see it, they choose for their own plants, STANDARD-KNAPP packaging equipment.

Like most large packers of other packaged goods such as foods, cosmetics, drugs and tobacco, they standardize on STANDARD-KNAPPS . . . for the low per-unit costs, long time economy, and freedom from maintenance expense that only STANDARD-KNAPP Case Sealers can bring.

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3224 Western Avenue
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PORTLAND, OREGON

Windsor House, Victoria Street
LONDON, ENGLAND

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

STEEL STRAP COIL HOLDER

The Acme Steel Co. has developed what is known as a "demonstrating coil holder" for its steel strapping. The compact and sturdy construction of the holder permits not only demonstration of the product, but shipment of trial orders as well. Two fiberboard discs are held together by a steel hoop to form the housing for the coil of strapping. The package permits the easy, safe



and controlled removal of steel strap through a slot in the steep hoop and keeps the unused portion in perfect condition. The package likewise eliminates the use of tie wires which had to be removed and often caused the strapping to tangle and spring out similar to a clock spring, thus apt to cause personal injury and product waste. An additional advantage achieved through the use of the coil holder is the space provided for the imprinting of a message regarding the product and for the company name. One side of the holder shows a number of representative shipping packs, while the other side suggests suitable strapping tables and coil holders for specific applications.

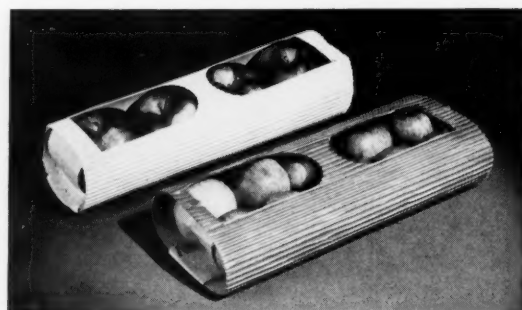
SHIPPING CONTAINER FOR FRUIT


The California Container Corp. has developed a container for the transportation of fruit, known as the Fruit Cradle, which is claimed to minimize bruising of the fruit in packing and handling, while, at the same time, eliminating awkward stowage and poor display. The container, made of sulphate kraft with a reinforced wood frame construction, is strong enough to resist the bumps of railway transport or the crushing load of high stack-



ing in storage rooms. The wood is said to be undamaged by moisture. Instead of the conventional bulge on the top of the container, the Fruit Cradle bulge is on the inside, thus cushioning and cradling the fruit. Two wood boards are nailed in position to keep the top of the box firmly closed. When opened, the unit becomes a display box, the two top flaps being so imprinted and scored as to serve as display panels.

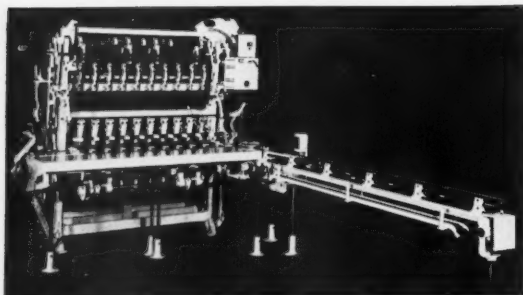
Another development by the California Container Corp. for the packaging of fruit or vegetables is the Wrapak. This is a corrugated wrapper, so designed as to fit any size or variety of fruit or vegetables. Die-cut windows permit a view of the product, thus eliminating unnecessary handling while permitting inspection. The portion of the wrapper cut away to form the window forms the side panels of the unit. These sections are stapled in position so that the fruit or vegetable cannot roll out from the end sections.





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HELMOLD'S
the standard for 50
years, due to Quality,
Uniformity, Durability,
Accuracy.

J. F. HELMOLD & BRO., Inc.
1462 Shakespeare Avenue, Chicago



MULTIPLE LABELER

The Edward Ermold Co. has developed a labeling machine, known as the 10-wide multiple automatic, which is claimed to be capable of labeling, at standard speed, 200 bottles per minute with only 20 revolutions. The machine labels an entire row of bottles in a single cycle, in the case of the 10-wide, 10 bottles being labeled in a single operation. Another advantage claimed for the unit is an automatic cut-out clutch that is reported to stop both the machine and the feeding conveyor instantly when any undue pressure bears on a moving part. This patented clutch device is said to be an important safety measure since it prevents breakage of bottles and protects both the workman and the machine. Another device on the machine is a dating attachment which dates the backs of the labels.

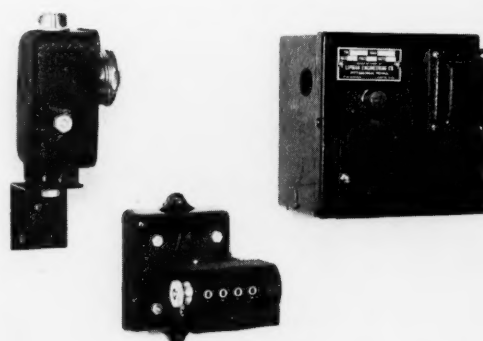


STREAMLINED "METAL BOTTLE"

The Crown Cork & Seal Co. has recently introduced a new type of container for beer and other beverages known as the Crowntainer. Aluminum-coated plate is utilized instead of tinplate and, it is reported, the "steel bottle" is rust-proof inside and outside. A heavy liner of Crown's "Fermox" is sprayed inside the container, thus it is claimed making it entirely neutral as to taste and odor. The can is streamlined both in appearance and construction. There is no side seam or top seam and this feature of the can eliminates the possibility of seam leakage at these points. Streamlining also has a practical effect, since, it is said, it facilitates the exhaustion of air from the head space. The pouring lip of the container is designed to make pouring easy.

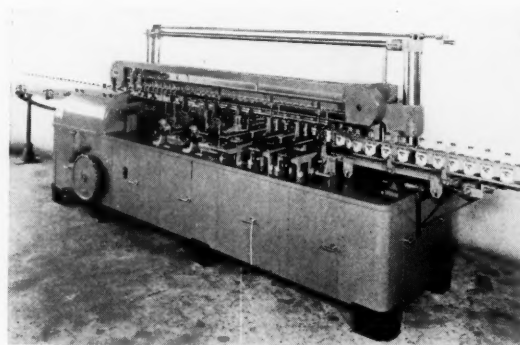
PHOTOELECTRIC COUNTING EQUIPMENT

Model 566 photoelectric counting equipment has been announced by the Lipman Engineering Co. In the electric amplifier the photocell is mounted 4 in. from the opening to minimize effects from stray light. One standard tube is utilized, having within it both rectifier and amplifier elements. Operation is direct current which allows, it is stated, maximum sensitivity and ease of maintaining adjustment. The control relay is the plug-in type and can be removed like a tube for inspection. A pair of contacts provided on the relay are closed when the light is on the cell. The Model 566 photoelectric counter has been tested, it is claimed, for speed of counts up to 600 per minute.



HIGH-SPEED LABELING MACHINE

A high-speed labeler is being marketed by Pneumatic Scale Corp., Ltd., which is said to be capable of operating at a speed of 120 per minute on half-pint to full quart containers, applying either front only or front and back labels. The unit is completely streamlined to give good appearance as well as to permit easy cleaning and maintenance. The duplex labeling machine may be built with a fully automatic spotting device, if desired, which will rotate a round bottle so that it will be in the correct position for having labels applied in proper relation to raised letters or designs in the glass.





THE MOST *Flexible* FILLER YOU HAVE EVER SEEN

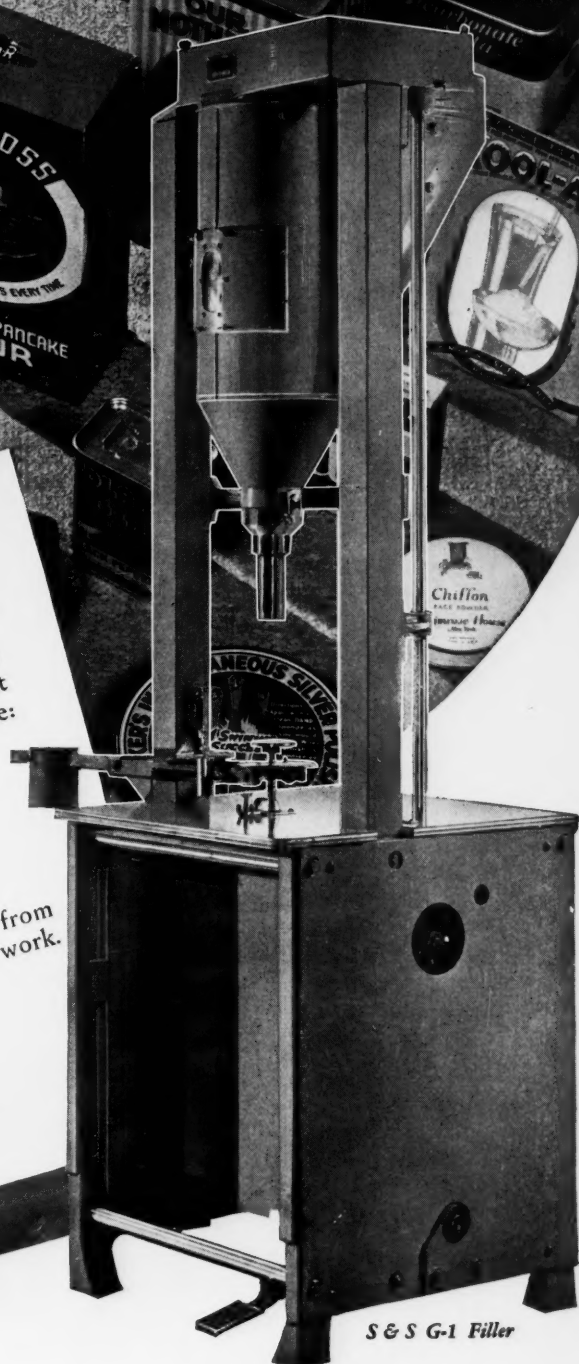
So versatile it will fill practically any kind of container with almost any kind of material, the Stokes & Smith Universal Filler, with Gross Weight Scale, comprises four different machines in one single unit. These are:

1. A gross weight filler measuring material by the volume of the package.
2. A volumetric filler measuring material by the turns of the auger, a very precise way for the smaller quantities.
3. A volumetric filler measuring material by the volume of the package.
4. A packing machine to compress the material into packages.

Changing from one type of container to another, even from any paste to free-flowing powder, is only a few minutes work.

May we arrange a demonstration for you?

STOKES & SMITH CO.
PACKAGING MACHINERY
Philadelphia
British Office: 23, Goswell Road, London, E. C. 1



S & S G-1 Filler

BREAD WRAPPING MACHINE

The American Machine & Foundry Co. has developed a new bread wrapping machine which is streamlined in appearance and which incorporates new mechanisms to meet varying and unpredictable operating conditions. General appearance of the machine was planned to create a pleasing contour based on modern conceptions of design. Since sanitation is so important where food

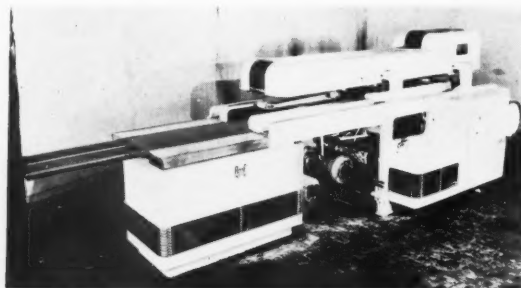


Fig. 1. The new streamlined bread wrapping machine.

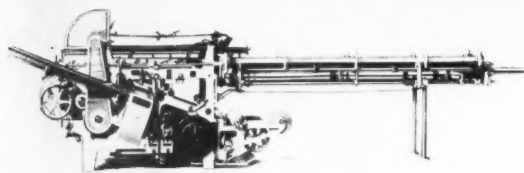


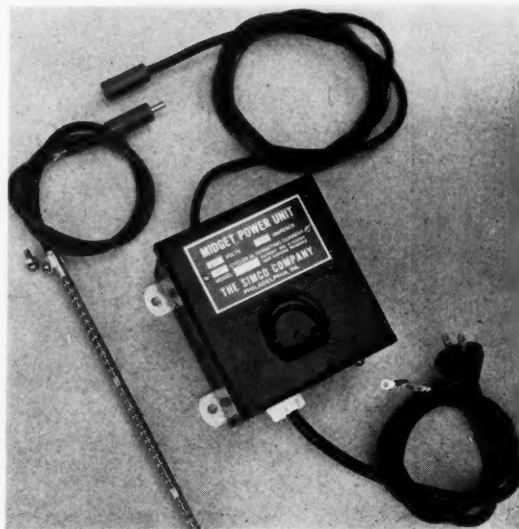
Fig. 2. The predecessor of the machine discussed.

products are handled, a cream white color for the finish was adopted, in addition to the production of an exterior free from all projections. Chromium plating on the handwheels and the use of aluminum grille work serves to relieve the solid white color. All major parts are covered as a safeguard for the operator. Another thought lay behind the creation of a pleasing exterior in addition to the need for cleanliness. Consumer preference for an article handled by an attractive machine was believed to be increased when the public was admitted to a plant. A comparison of the new machine in Fig. 1 with that in Fig. 2 illustrates the improvements made as a result of redesign.

The new machine operates at a speed of 60 loaves of bread per minute as compared to 50 loaves on the old machine. Packages may be produced in the new machine in either wax or cellophane wrapping. When desired, a band, carrying price of advertising data, may be added to the exterior of the package. A mechanism, developed as an adjunct to the machine, provides for placing a paper insert on the inside of the wrapping as the package is made.

STATIC ELIMINATOR

The Simco Co. has added a new unit to its static eliminating equipment. Known as the Tiny Midget static eliminator, the mechanism consists of a power unit, 4 in. by 5 in. by 3 in. and one $\frac{5}{16}$ in. diameter metal encased



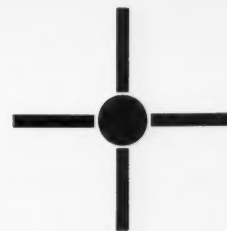
static bar. The high voltage lead is brought out of the power unit and terminates in the male portion. An attachment cord terminating in a 110 volt, two-pole plug is also brought out of the power unit. A third wire, which is the ground wire, is brought out of the side of the plug. The voltage carried by this unit is claimed to be the lowest ever used in a static eliminating system and the current output is said to be so small that any part of the high voltage system can be touched without receiving a shock. The unit finds application on many small industrial machines handling materials of 10 in. width or less, requiring only one static bar. The installation is simple and the bar can be readily disconnected.

NEW STOCK BOTTLE

The Carr-Lowrey Glass Co. has introduced a new stock container, known as the 13-oz. bath salts bottle. Design of the container is both decorative and utilitarian, the eight-sided unit providing an easy-to-grasp bottle as well as an attractive appearance. The wide mouth of the unit gives easy access to the product and likewise permits quick filling on the production line.



PACKOMATIC PACKAGING MACHINERY



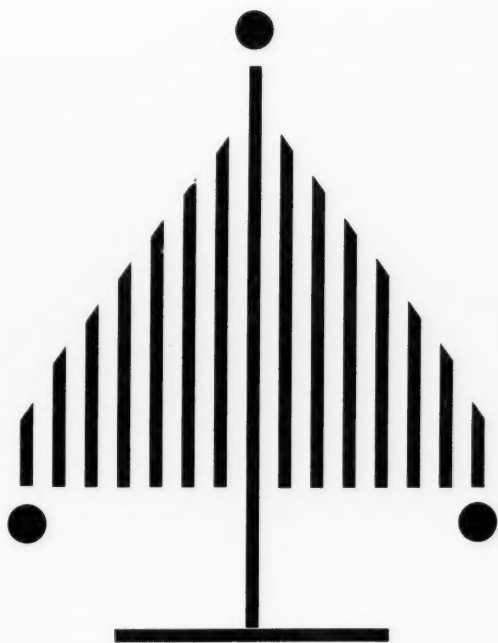
Ever since the first issue of this magazine, and in every succeeding issue up to this time, we have been shouting about the fine qualities of Packomatic Packaging Machinery.

For this December issue we have determined to skip the advertising and devote this space to sincerely wishing you all a very—

Merry Christmas

Just in the event that some of you readers have not heard of Packomatic Equipment, we will say we believe that we manufacture the finest Packaging Machinery in the world today.

And there are a whole lot of Class A product manufacturers in the World who agree with us. To this large group of manufacturers and friends, we extend our sincere thanks for past favors.



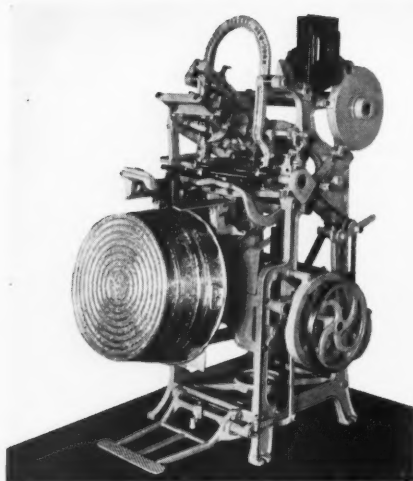
REPRESENTED IN

CHICAGO
ST. LOUIS
SAN FRANCISCO

NEW YORK
NEW ORLEANS

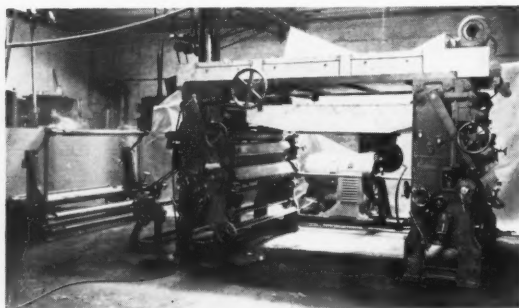
BOSTON
SEATTLE
LOS ANGELES

J. L. FERGUSON CO.
JOLIET, ILLINOIS



SEMI-AUTOMATIC LABELER

Any size package from a tiny $\frac{1}{2}$ cc. ampoule to a large wash tub of 24-in. diameter can be labeled, it is reported, on an Edward Ermold Co. semi-automatic labeler. The machine is said to be capable of labeling packages and objects of all shapes—flat, oval, round. It is further reported that the machine cannot only apply regular labels three-quarters around and all-around, but can also mount leather on pocket mirror and pictures on board. It is claimed that the unit can simultaneously apply body label, neck label and foil in a single operation and that no matter how oddly shaped a bottle might be, the Ermold unit achieves uniformity and precision. This mechanical flexibility is accomplished with special attachments, the basic design of the machine remaining the same. The capacity of the Ermold semi-automatic labeler ranges from 38 to 48 bottles per minute.



PRINTING PRESS

Klingrose Machine Corp. has developed a press which is reported to be capable of printing multi-color roto-gravure in register, multi-color aniline in register, gravure and aniline in register or staining and overprinting either with rubber plates or rollers or by gravure. Construction of the unit is of the heavy duty type, permitting high speeds from board stocks to light weight papers in widths from 30 in. to 60 in. The machine is of the unit type which allows addition of

subsequent colors. For example, a 2-color model is later convertible to a 3- or 4-color model. Speeds of 300 ft. and more are thoroughly practical, it is reported.

The equipment provides for drying between colors on the exit side of the machine and it is equipped with differential registry control. The printing mechanism is equipped with roller bearings and ball bearings are utilized throughout the balance of the machine. All adjustments are on one side of the machine with simultaneous pressure rollers and application medium devices.

ROTARY CUTTER

Abbe Engineering Co. has developed a new design of rotary cutter with a solid rotor to which the knives are attached and which serves as a flywheel. It is said that this design of rotor carries less material around with it, thus bringing material into more frequent contact with the knives, resulting in faster operation and less heating. The rotor design also permits the short knives to rest against the shoulder for the full width of the rotor. In addition, the solid rotor design makes cleaning easier, it is claimed.

ANILINE PRESS

An aniline press of rugged design which is claimed to permit precision color printing at high speeds has been announced by the Kidder Press Co.

This press, it is reported, embodies a number of important developments. All adjustments can be made from one side of the press. At arms length from the operator are controls for regulating the flow of ink and adjustments for both pressure and register. Means are provided to separate the impression and plate cylinders and ink rollers when the press is shut down, and still permit rotation of inking rolls. This prevents trouble caused by drying ink, making it unnecessary to wash rolls before restarting. To effect adequate control over the web, this press is provided with Kidder's in-feed control unit which relieves the type rolls of having to pull the paper under heavy tension. The web is carried in a continuous arc which assists, together with the rigidity of the press in keeping the paper travel steady. The Link-Belt system of rewind is used. Ink control is facilitated by extra large fountain rolls and there is a precision adjustment of inking roller against plates.

An accurate "kiss" impression is made possible by the method of adjusting plate cylinders and impression cylinders. This adjustment is not altered when the plate cylinders are raised and lowered for stopping and restarting. Anti-splash guards are provided. The ink fountain pens are easily drained and may be removed quickly for overnight cleaning. When it is necessary to remove the plate cylinder, the turn of a wing nut unlocks the bearing. The Kidder Aniliner is offered in one to six colors, with gravure units optional, and the large machines are provided with a platform system. A variety of thread-ups is possible. Widths run from 26 in. to 72 in. and the circumferential range is from 15 in. to 36 in.

COMBINING WOOD AND METAL

(Continued from page 42)

is utilized consisting of round-headed rivets driven into pre-drilled holes on either side of the box. The brass draw tops snap over these rivets and pivot upon them. This construction prevents any breakage due to pressure on the hinged tops since excessive pressure merely results in snapping off the top which can then be replaced in the same manner in which it was first applied.

The interior partition or "Dutchman" is of set-up box construction covered in a deep maroon shade well calculated to set off the pinks, golds and greens of the various packages. Receptacles are provided for the visible display of eight containers. Nine other packages—and assortment of various varieties of soaps—are nested underneath the visible containers and thus affords orderly display in spite of the fact that it is practically filled solid with merchandise.

The stamped and embossed metal drawplates of the cover are lined with the same paper used to cover the "Dutchman," and a cork soundproof strip covers the end of one of the drawplates at the point where it makes contact and overlaps the other half of the cover.

Credit: Box designed and produced by Boynton & Co. Interior set-up partition and platform by W. C. Ritchie & Co.

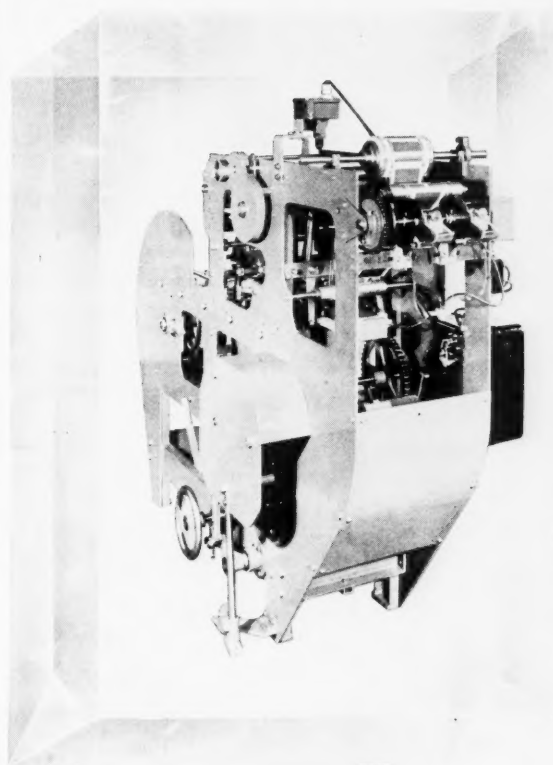
INTRODUCING A BEAUTY BATH

(Continued from page 41)

In a Rhine-wine type of bottle, sealed with a rubber closure and a secondary seal, these two cleverly named products are found, a simple label bearing the product and company name and trade mark in reverse lettering on a colored background. The bottles are encased in silver foil wraps on which the labels again appear. The ensemble is placed in a black set-up box, resting on shredded glassine paper. On the bottom of the box is a colored label bearing the product name.

Credit: Bottles by Swindell Bros., Inc. Rubber closures by U. S. Rubber Co. Foil by Carlos, Inc. Set-up boxes by Delta Paper Boxes, Inc. Cellophane bags by Franz Euler, Inc. In collaboration with Xandra, Ltd., Hangover and Pick-Me-Up containers designed by Josephine Von Miklos, Sea Moss bath containers designed by Tommi Parzinger. Lettering on all packages designed by Bernard Kushner.

MAKE YOUR OWN "CELLOPHANE" BAGS AUTOMATICALLY



FROM ROLLS

"Modern-Method" plants where production is required at minimum cost, find this Peters "Cellophane" Bag Making Machine the answer to their "Cellophane" bag problem.

This machine does the entire operation—cuts the sheet, applies adhesive and heat for sealing and delivers the made bags onto conveyor belt for use. Electric Eye enables spot registration of printed material.

Send samples of your bags and ask us to recommend a machine to handle them. Your inquiry will receive prompt attention. No obligation.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

Plants and Personalities

GOODYEAR TIRE & RUBBER CO., Akron, Ohio, announces that construction of a new plant for the manufacture of Pliofilm will be started shortly in St. Mary's, Ohio. Currently all Pliofilm is being manufactured in the Goodyear Akron factories where the output of an original unit first was sold commercially in March 1936. Subsequent to its commercial introduction, rapidly increasing demands necessitated installation of master production units until four, the present number available, had attained capacity. Even though the four master units now are in full production, manufacturing has not been able to keep pace with demand and it was to meet this demand for increased production that a new factory was decided upon.

With completion of the St. Mary's plant, Pliofilm will have its own complete production and sales organization, aligned as follows: In general charge of sales, A. F. Landefeld; in charge of packaging sales, A. B. Clunan; in charge of merchandising and sales promotion, E. B. Brewster; New York district representative, William O'Keefe; Chicago district representative, H. L. McCleary; Akron district representative, C. C. Ross; Eastern technical service representative, C. E. Gardner; Western technical service representative, George Brown. General Pliofilm production manager is J. P. Maider; production manager of St. Mary's plant, George Lyon; in charge of operating and shipping, at Akron, Ohio, B. J. Anthis.

AT A RECENT MEETING of the newly organized Society of Designers for Industry, New York, N. Y., the following officers were elected: Martin Ullman, president; Frank Gianninoto, vice president; Georges Wilmet, secretary-treasurer. The aims and purposes of the Society are: To establish a forum where subjects of interest relating to design for industry may be expounded and discussed, to promote new ways and means to make design more productive of profit for industry, to protect and advance the standards and professional interests of industrial designers, to recognize and reward meritorious service in the field of design for industry and to sponsor expositions which will promote the appreciation of design standards.

WILLIAM C. JOHNSON, vice president of the Ketterlinus Lithographic Manufacturing Co., Philadelphia, Pa., has been appointed sales manager of the New York branch, succeeding Stuart Powers who resigned recently.

UNION PASTE CO. has announced the purchase of a new plant located in Boston, Mass. The company will not occupy the plant until April 1940.

DR. J. H. TOULOUSE, former technical sales engineer for Owens-Illinois Glass Co., Toledo, Ohio, has been transferred to the general manufacturing department of the company as chief service engineer. Dr. Toulouse will continue his contacts from a sales standpoint, but will have the added duty of working with plants on major complaint investigations.

AT THE FALL MEETING of the executive committee of the National Paper Box Manufacturers Assn., St. Louis, Mo. was selected for the 1940 convention of the organization. The time will be May 12 to 15 or May 19 to 22. The Western Division, National Paper Box Manufacturers Assn., will convene at the same time instead of in January, the customary month for meeting of the Division when the National annual session is held in the east.

SHOUP-OWENS, INC., has added to its facilities for manufacturing cartons and set-up boxes a new department devoted to the manufacture of fibre cans of all standard types and shapes. New facilities for the department have been installed in the company's Hoboken, N. J. plant.

KEN BLAUVELT has been appointed sales representative for the Southern territory of the Edward Ermold Co., New York, N. Y. Mr. Blauvelt will maintain headquarters in Baltimore, Md.

E. I. DU PONT DE NEMOURS & CO., INC., has awarded its first contract for foundation excavations and grading on its site in Clinton, Iowa, preparatory to construction of a new plant for the manufacture of cellophane material.

J. V. SPACHNER, president of the Pioneer Paper Stock Co., a subsidiary of the Container Corp. of America, Chicago, Ill., has been elected a vice president of the parent company.

FEDERAL TOOL CORP. reports that its new plant located in Chicago, Ill., has been completed and is now being occupied.

E. J. TRUM, INC., announce the removal of factory and offices to 70-84 Richards Street, Brooklyn, N. Y.

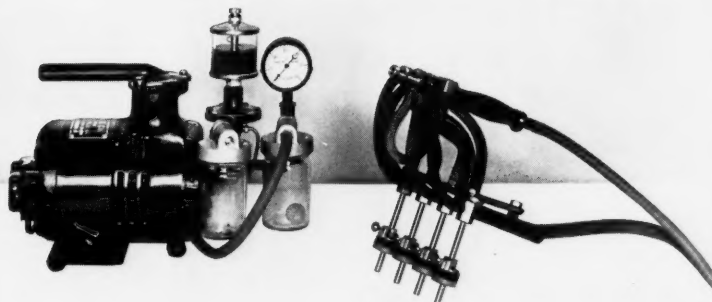
AMERICAN CAN CO., New York, N. Y., announces that its Los Angeles factory 105-A, built to produce paper milk containers, has been completed and production started.

HORIX—maker of High Speed Automatics—presents an Outstanding NEW PORTABLE VACUUM FILLER

The same engineering skill that designed the fully automatic liquid fillers capable of filling 300 bottles a minute, produced this inexpensive portable machine. Built with the same care as the larger machines, it has many exclusive advantages over other portable fillers now on the market.

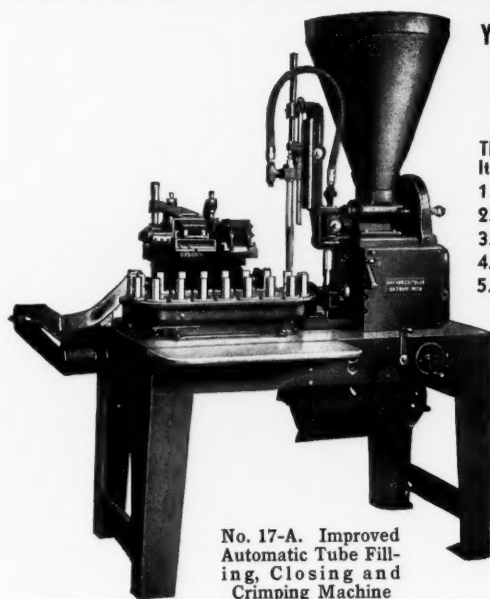
A light-weight, balanced head with comfort grip enables the operator to do more work per day. High vacuum maintained at the head, starts filling faster. Valves are quickly adjusted to bottles of various sizes, without the use of tools. Rotary vacuum pump gives long life with minimum attention. Safety features prevent waste of product, or damage to pump and motor.

Write for complete details on this versatile, yet inexpensive, Horix portable vacuum filler.



Fills all sizes of containers, from vials to gallons, with various still liquids, at unusual speed for a small filler. There is no drip or waste. Defective bottles are not filled. Motor operates from any light socket. No installation expense.

HORIX MANUFACTURING CO.
2613 CHARTIERS AVE.
PITTSBURGH, (4) PENNA.
CONVEYORS and FILLERS



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN

THE NEWLY FORMED COCHRAN FOIL CO., Louisville, Ky., has placed an order with the Lewis Foundry & Machine Division of the Blaw-Knox Co. for a number of foil mills and auxiliary equipment to be used in the progressive rolling of strip aluminum to foil. These cold rolling two-high mills, it is reported, will form the nucleus of a new foil plant with facilities to produce, in its initial stages, several million pounds of aluminum foil per year.

THE AMERICAN CRAYON CO., Sandusky, Ohio, reports the establishment of a department in their organization for the manufacture of bulk glue. The new department is designated Division of Industrial Adhesives.

THE SORG PAPER CO., Middletown, Ohio, reports that they commenced a \$250,000 improvement program about a year ago and that plans have been made for the completion of this program during the next year. Numerous additions and changes are being made to insure efficiency of production of the company's products.

CUTLER-HAMMER, INC., Milwaukee, Wis., has announced that Terry Fisher will take charge of its northern Indiana territory, with headquarters in South Bend, Ind.

EDWARD J. GREENE has been appointed assistant treasurer of the Chain Belt Co., Milwaukee, Wis.

THE NARRAGANSETT COATED PAPER CORP. has announced that it has taken over the assets of The National Coated Paper Corp. and are now operating at the same address, 740 York Avenue, Pawtucket, R. I. Dwight L. Browning is president of the new firm and Nicholas B. Young is treasurer.

D. W. HILL has been elected president of the Williams Sealing Corp., Decatur, Ill. Mr. Hill has been associated with the company for seven years and since 1936 has served in the capacity of vice president in charge of sales. Williams Sealing Corp. is a subsidiary of Crown Cork & Seal Co.

JUST HOW MANIFOLD are the modern requirements of scales in industry is set forth pictorially in a colorful brochure being issued by the Toledo Scale Co., Toledo, Ohio, entitled "45,000 Ways to Weigh." The brochure, the third of its kind to be issued, is profusely illustrated. It contains over 100 illustrations, showing how scales are being used in the United States and abroad. The wide variety of sizes is presented also, with part of the pictorial layout demonstrating a few of the more obscure employments of Toledos, such as inspection of knee-action springs for autos, inspection of fabrics, etc.

SIMPLEX PAPER BOX CORP., Lancaster, Pa., has published a catalog presenting stock sizes and designs of Simplex boxes. General information concerning rates,

terms and conditions for imprinting Simplex boxes is offered and comprehensive price lists are likewise included in the booklet.

CHAIN BELT CO., Milwaukee, Wis., has acquired the business and all of the net assets of Baldwin-Duckworth Chain Corp., Springfield, Mass.

VAUGHAN LITTLE has joined the New York sales office of Ketterlinus Lithographic Manufacturing Co. as an account executive.

THE HORIX MANUFACTURING CO., Pittsburgh, Pa., announce the addition of Thomas C. Kelly & Co., Chicago, Ill., to its sales organization. Thomas C. Kelly, who also represents the Consolidated Packaging Machinery Corp., has had many years' experience in planning complete bottling installations for distilleries, wineries, packers of food products and manufacturers of drugs and pharmaceutical products.

"MODERN PUBLICITY: 1939-40," edited by F. A. Mercer and W. Gaunt. (Published by The Studio Publications, Inc., New York, N. Y.) Since 1924, this volume has appeared regularly with the aim of showing each year the best of the world's work in the field of advertising—posters, press advertisements, booklets, packaging and display.

The book contains illustrations of publicity as done in Europe, with sectional introductions and examples from Great Britain, France, Germany, Italy, Switzerland, Hungary, Poland and Sweden. The section illustrating publicity work as done in the United States is catalogued, discussed and illustrated in a comprehensive manner. There are 16 plates in color in the publication and over 200 monochrome illustrations.

ACME STAPLE CO., Camden, N. J., has published a folder on the subject of attaching articles of merchandise to display cards.

"FROM CAKE TO CLOTHES PINS" is the title of a folder issued by the Package Machinery Co., Springfield, Mass. Illustrations of wrapping machines and the product wrapped upon those machines are presented and information offered.

CALIFORNIA CONTAINER CORP., Emeryville, Calif., has published three folders describing three different types of containers for the shipment and display of fruits. One folder illustrates and discusses a package known as "Wrapak." Another brochure details information on a sturdy combination shipping and display unit known as "Fruit Cradle." A third folder presents data on a corrugated gift box utilized primarily for the shipment of pears.

ANILINE and/or GRAVURE

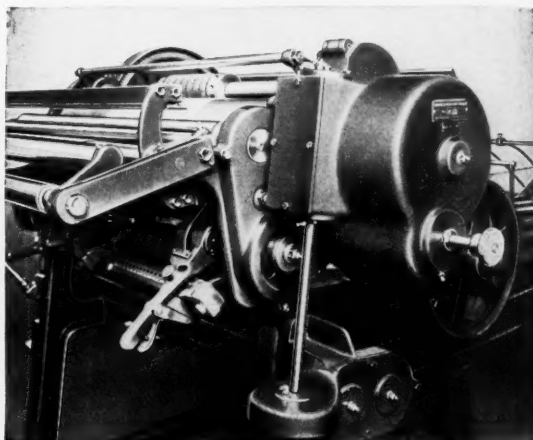


NEW KLINGROSE PRESS
PRINTS BOTH METHODS

Prints by high-fidelity gravure or low-cost aniline process. Its flexibility makes it ideal for printing, decorating or a combination of both.

KLINGROSE MACHINE CORP.
461 Hamilton Ave., Brooklyn, N. Y.
New York Office, 111 Fifth Avenue

NO MORE WASTE IN CUTTING TO PRINTED REGISTER

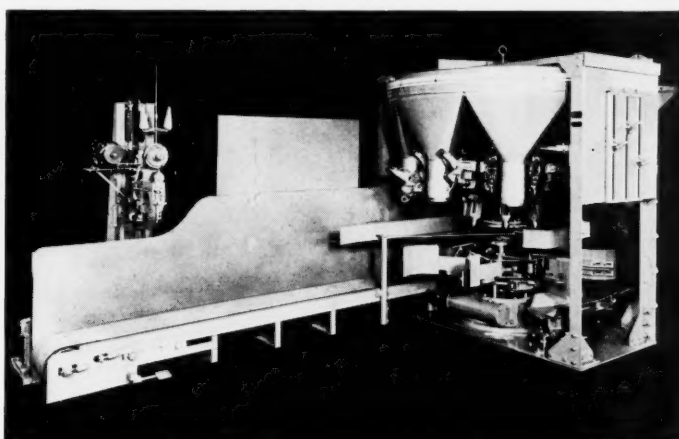


DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE
NEW BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT
For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or **ELECTRIC EYE**.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.

PACED PRODUCTION via Consolidated Super-bagger Model 84



If you have a major bagging problem investigate this combined weigher and bagger for textile bags—15 to 20—100 lb. bags per min.

Consolidated Packaging Machinery Corp.
1400 West Ave. Buffalo, N. Y.

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

"THE RETAILER'S REFERENCE BOOK of Federal Trade Commission Rulings," prepared by the Merchandising Division of the National Retail Dry Goods Assn., New York, N. Y. It is reported that the Merchandising Division sifted and analyzed more than 3000 rulings of the Commission over a period of years to prepare the digest which is pointed particularly toward those rulings which affect merchandising and advertising in stores.

The 150-page volume is broken down into merchandising classifications for quick and easy reference. Separate sections for textiles; non-textiles; accessories and apparel; food, drugs and cosmetics; homefurnishings and housewares; small wares and miscellaneous merchandise are found in the book. Another section supplements these merchandise classifications in presenting the rulings as to misleading advertising practices in such points as prices, place of origin and nature of business.

The reference book confines itself entirely to the facts based on a case by case study of the Commission's rules and cease and desist orders. No interpretations or gratuitous opinions as to what the Commission holds proper and allowed have been added.

Approved trade practice rules for individual industries are summarized in the appropriate sections and existing commercial standards for any of the articles of merchandise covered in the book are likewise summarized in the appropriate sections.

The volume is prepared in loose-leaf form for later additions as new rulings are handed down and extensively indexed and cross-referenced.

"PATENT FUNDAMENTALS" by Albert Schapp (Published by The Industrial Press, New York, N. Y. \$2.00). This volume explains in non-technical language and demonstrates by practical examples the underlying principles of true invention, procedure in obtaining patent protection, drafting effective claims, making assignments, issuing licenses and, in brief, how to protect both invention and inventor.

The publication includes information on trade marks and copyrights, design patents, prints and labels and illustrates the different conditions under which these protective measures become available. Approved ways of defining and protecting an invention are illustrated by numerous practical examples and thorough discussions of many court decisions.

AS A SERVICE TO MEMBERS, the American Bottlers of Carbonated Beverages, Washington, D. C., has issued to its membership a handbook of over 100 pages entitled the "A.B.C.B. Plant Operation Manual," prepared to meet the need for a concise compilation of A.B.C.B. recommendations and suggestions on plant operation.

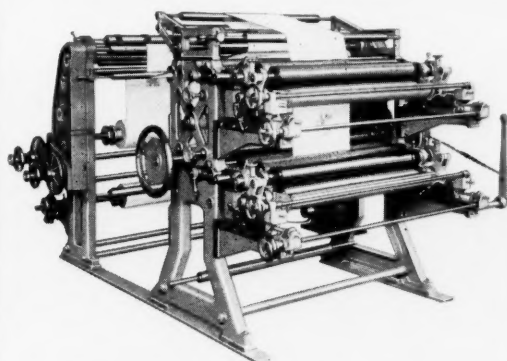
The Manual includes a complete revision of the pamphlets previously issued as A.B.C.B. educational bulletins, covering such subjects as bottle washing and its control, water for bottling carbonated beverages, elimination of spoilage, maintaining quality and uniformity of bottled carbonated beverages and suggestions on syrup room design.

MIDLAND GLUE PRODUCTS CO., Detroit, Mich., announces the development of a new adhesive, No. 116-4, for automatic labeling machines for the food packaging industries.

A CATALOG OF COFFEE AND TEA BAG designs and color combinations has been issued by Thomas M. Royal & Co., Philadelphia, Pa. The booklet includes illustrations of stock designs as well as specially designed bags created for private use, all illustrated in full color. A loose leaf binding makes it possible to remove and reinsert the pages at will.

OVER 45 YEARS AGO, a local pharmacist of Middletown, N. Y., introduced a product on the market named Mystic Cream. Steady and consistent sales growth of the preparation resulted and it is being introduced now on a national basis, backed by a national advertising campaign. Coincident with the advertising campaign, the company has adopted a new package for its product. A wide mouth opal jar is being utilized. Complete product information is carried on the lithographed cap, no label or carton being used. The wide mouth of the container makes the product easily accessible. Both opal jars and lithographed caps designed and manufactured by the Hazel-Atlas Glass Co.





ANILINE PRINTING PRESSES

A specially designed unit for each and every purpose to which this new and popular process has been applied. One to four colors. Any widths. Units may be used with aniline inks, water soluble inks or soft oil inks.

Specially designed sheeter for use with our presses with speed up to 300 lineal feet of sheeted stock per minute.

HUDSON-SHARP

MACHINE CO. • GREEN BAY • WIS

SPEED - QUALITY - ECONOMY

*From Raw Stock to
Finished Product*

WITH

**WALDRON
PROCESSING
MACHINERY**

PRINTING
COATING
EMBOSSING
LAMINATING



GUMMING
CREPEING
DRYING
IMPREGNATING

To Improve Your Product - Write To

JOHN WALDRON
CORPORATION
NEW BRUNSWICK, NEW JERSEY



LUSTEROID
*Means
Labeling
Tag*



Labels in any colors you can name, labels that catch consumer eyes with all the lustrous colors of the spec-

trum are an *integral part* of every LUSTEROID package. For labels are processed directly on LUSTEROID rigid cellulose tubes and vials in their manufacture.

Save the cost of printing, paper and pasting and improve the appearance of your package: you can do both by using a custom-designed LUSTEROID package for your product. Especially adapted to drugs (tablets, powders, pills, creams) and small objects. Ideal for sampling.

Also LUSTEROID, the bubble-weight package, is unbreakable. LUSTEROID can be transparent or opaque; comes in any color you wish. And LUSTEROID gains consumer acceptance as many a sales-minded manufacturer can testify.

A note or phone call will bring an answer to your packaging problem

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of the Sillcocks-Miller Company
12 Parker Avenue, West South Orange, N. J.

THE BUREAU OF THE CENSUS, Department of Commerce, will begin the enumeration for the forthcoming census of business on January 2, 1940, and expects to complete that phase of the work by June, 1940. This will enable it to make at least the basic facts available to industry in the late summer of 1940. Simultaneously, the biennial census of manufactures will also be conducted by the Bureau of the Census. Previous studies along this line, as prepared by the Bureau of the Census, have frequently been found most helpful by packagers planning promotional programs or plotting gradual distribution of packaged products through key retail areas. The forthcoming census is expected to contribute even more detailed and accurate information along these lines than heretofore.

The business census was taken first in 1930 covering the year 1929, the second covered 1933 and the third covered 1935. No census has been taken since, but in 1938 a census survey or major sample of some 100,000 retailers and 18,500 wholesalers provided data on the percentage changes in sales of identical concerns from 1935 to 1937 and for the first half of 1938. The forthcoming census will cover the year ended December 31, 1939. Schedules have been carefully prepared to be as self-explanatory as possible and limited to essential information. In their preparation, the Census Bureau was guided by the advice of committees of representative business men.

The coming census covers retail trade, wholesale trade, service businesses and laundries, theaters and other places of amusement, hotels and tourist courts or camps and the construction business. It also covers that part of the business of sales finance companies which has to do with consumer installment paper (bought from retailers) arising from the sale of merchandise. It further covers the primary distribution of manufacturers' sales to wholesalers, retailers, industrial users, etc. (the initial stage of distribution) and provides data for tracing the sales of commodities through various wholesale and retail channels.

Information to be presented in the census reports will include volume of business for the year 1939 (for each kind of business and for each state, county and city or town of more than 2500 population), how much was done on credit (open-account and installment separately), stocks on hand at the beginning and end of the year, accounts receivable, number of employees, total pay roll, extent of self-employment (proprietor-owners and unpaid family members) and other inquiries limited to particular fields of business as shown by the schedules such as breakdown of sales by commodities in the case of retailers and wholesalers or room capacity in the case of hotels.

Starting January 2, 1940, each place of business in the United States will be visited by census enumerators equipped with schedule forms, who will obtain necessary reports. Concerns which close their books January 31 will report for their fiscal year. The field work will require a staff of 12,000 enumerators, working under approximately 550 supervisors directed by 100 area supervisors in census branch offices set up temporarily in convenient cities throughout the country. This is not a

sample, but a complete enumeration. Reporting is required by law. The field work will be completed within four or five months. At least the basic facts will be published by areas (states, counties, cities and towns) during 1940. Summaries by kinds of business, with additional trade data, will follow from month to month thereafter as rapidly as they can be tabulated and prepared in report form.

The business census will cover approximately 1,700,000 retailers, 180,000 wholesalers, 750,000 service businesses, 50,000 hotels and tourist camps or courts, 50,000 theaters and other places of amusement, 200,000 construction contractors and about 2500 sales finance companies. Hundreds of detailed kind-of-business classifications are required in these business fields and separate area reports must be made for 48 states, 16 principal cities, 3072 counties and about 3150 cities and towns of more than 2500 population. City size classifications will be based on the 1940 population census, which the Census Bureau will take in April, 1940.

THE WAGE AND HOUR DIVISION of the U. S. Department of Labor has issued a new pamphlet entitled "Employers' Digest of the Fair Labor Standards Act of 1938." The pamphlet describes the most important provisions of the Wage-Hour Law as it affects employers, particular stress being laid upon the calculation of overtime pay and the record-keeping requirements of the Act. Copies of the pamphlet may be secured from the Wage and Hour Division, Washington, D. C., or from offices located in principal cities.

THE 1939 EDITION of "27," the publication which illustrates the work of 27 Chicago designers has been issued. This fourth consecutive annual issue does not contain the original 27 designers' work, but the original idea behind the project is the same—the idea of advertising their own work as a method of finding new clients. When men have dropped out, others have been invited to take their places so that the name and size of the group remains unchanged.

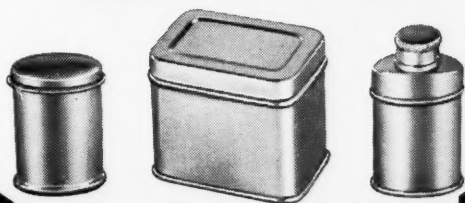
The publication has no jury or editorial board to say what shall be included or left out. Each designer contributes what he thinks best represents his work, whether that be something already published or something he would like to do for a still unknown client.

The edition is limited and copies can be supplied only to accredited art buyers.

JESSE LEARY, formerly in the production department of Leo H. Fuller, has joined Alfa Displays, Inc., New York, N. Y.

DAVID C. WILLIAMS, sales representative for the Tennessee Eastman Corp. in the Buffalo, N. Y. area and formerly one of the company's sales representatives for Tenite in New York City, has opened an office at 1508 Rand Building, Buffalo, N. Y. The Buffalo area includes the western portions of the states of New York and Pennsylvania.

Samplers



*P*roduct sampling has many merits and Continental has been called upon time and time again to produce the exact package in miniature for numerous manufacturers.

Shown here are a few examples of containers which perform their function inexpensively, creating a lasting impression of your package and product.

When your plans call for sampling, call for a Continental representative.



CONTINENTAL CAN COMPANY

New York • Chicago • San Francisco • Montreal • Toronto • Havana



Dress up your carton



with Stitches That Are Becoming

Keeping your cartons "in style" will improve their appearance and sales appeal. The trend is definitely toward Colorstitch—the colored stitching wire that will blend or contrast with the color of your printed cartons—as you wish.

ACME ColorStitch

Acme Colorstitch is used satisfactorily on all carton stitching equipment. Made in all standard, flat stapling wire sizes, Colorstitch is furnished in one piece, five- and ten-pound coils which speed production and lower costs. Mail the coupon for a sample card which will suggest ways of dressing up your cartons for more sales.

ACME SilverStitch

Stitching wire galvanized by the special ACME process assures rust-free staples of greater durability. Uniform temper, size and quality and the one-piece coils assure maximum production and economy when you use ACME Silverstitch.

ACME STEEL COMPANY

General Offices: 2843 Archer Ave., Chicago, Ill.

Branches and Sales Offices in Principal Cities

Acme Steel Company
2843 Archer Avenue, Chicago, Illinois

- ☐ Send the COLORSTITCH sample card.
☐ Send a FREE 5-lb. coil of SILVERSTITCH, size.....

Name.....

Street.....

City..... State.....

PACKAGE LEGISLATION

(Continued from page 52)

Canned Corn

Families in Minneapolis-St. Paul in the middle income group spend more for canned corn than families in the highest bracket. This same situation would appear to be true in Kansas City. In all other cities covered, expenditures increased as income climbs.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.78	\$1.35	\$1.66
Kansas City.....	.78	1.09	.78
Minneapolis-St. Paul.....	.68	.94	.73
St. Louis.....	.52	1.30	1.56
Salt Lake City.....	.73	.88	1.35
New York City.....	.16	.31	.68
Average (not weighted).....	.61	.98	1.13

Canned Tomatoes

Interesting picture may be developed from the figures for canned tomatoes. In New York City, for instance, purchases declined with each rise in income. In all cities the low income groups seem to purchase large quantities.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.83	\$1.04	\$1.30
Kansas City.....	1.25	1.30	1.09
Minneapolis-St. Paul.....	.42	.73	.83
St. Louis.....	.83	1.14	1.87
Salt Lake City.....	1.04	.83	.94
New York City.....	1.61	1.56	1.14
Average (not weighted).....	.99	1.10	1.19

Tomato Juice

Purchases of tomato juice mount rapidly with income increases. The rise is apparent for every city.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.36	\$0.52	\$0.78
Kansas City.....	.05	.31	.68
Minneapolis-St. Paul.....10	.42
St. Louis.....	.1068
Salt Lake City.....	.26	.42	3.22
New York City.....42	.47
Average (not weighted).....	.13	.29	1.04

Canned Dried Beans

Families in the middle income group apparently do not purchase as many cans of prepared beans as those in the lowest income group. Nevertheless, purchases in the highest group are above those made by the families in either of the other two groups, proving that everyone likes canned beans.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.16	\$0.21	\$0.16
Kansas City.....	.16	.10	.10
Minneapolis-St. Paul.....	.16	.10	.16
St. Louis.....	.16	.05	.21
Salt Lake City.....05	.21
New York City.....05	.05
Average (not weighted).....	.10	.09	.15

Tomato Soup

Purchases of canned tomato soup appear to be spotted. In every instance more is purchased by the highest income group than by the lowest, but in several cities the purchases of the lowest income group exceed those of the middle income group.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.26	\$0.62	\$0.47
Kansas City.....	.10	.31	.42
Minneapolis-St. Paul.....	.36	.31	.83
St. Louis.....	.26	.31	.31
Salt Lake City.....	.26	.83	.42
New York City.....	.31	.36	.78
Average (not weighted).....	.26	.46	.54

Canned Apricots

Canned apricots appear to be a favorite product for families in the middle income group. In most cases more was spent for canned apricots by this group than by any other.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.05	\$0.31	\$0.21
Kansas City.....	.05	.21	.16
Minneapolis-St. Paul.....05
St. Louis.....	.05	.05	.26
Salt Lake City.....16
New York City.....	.05	.05
Average (not weighted).....	.03	.13	.11

Canned Cherries

Purchases of canned cherries, on the average, increase slightly as incomes reach the highest bracket. Big jump in this commodity is between the lowest income group and the middle group.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.05	\$0.16	\$0.47
Kansas City.....	.10	.26	.21
Minneapolis-St. Paul.....	.05	.10
St. Louis.....	.05	.21	.42
Salt Lake City.....10
New York City.....05
Average (not weighted).....	.04	.15	.18

Canned Grapefruit

In only one city was sufficient canned grapefruit purchased by the lowest income group to show up in the

**IT'S A HONEY OF A CLOSURE—
and now the price is down!**

H'mm- So you think
this KORK-N-SEAL
is the answer to
our sealing
problem, eh ?

No doubt about it !
And with that handy
lever we have a won-
derful talking point
with the trade. The
cap is a natural !



Is your product a hard one to
hold in glass or tin? Let KORK-
N-SEAL go to work for you. No
matter how tough the assignment,
KORK-N-SEAL will do a perfect
sealing job. And with the new low
prices, this unique closure is now available to hundreds
of manufacturers who have to watch every item of cost.

For perfect sealing, easy opening, convenient re-seal-
ing—for a much-needed talking point to stimulate your
sales—use KORK-N-SEAL. It's the simple, but com-
plete, answer to your closure problems.

WILLIAMS SEALING CORPORATION • DECATUR, ILLINOIS
Division of Crown Cork and Seal Company

KORK-N-SEAL

**THE CAP WITH
THE HANDY LEVER**



POUR-N-SEAL—A New Cap for Oval Pouring Spouts

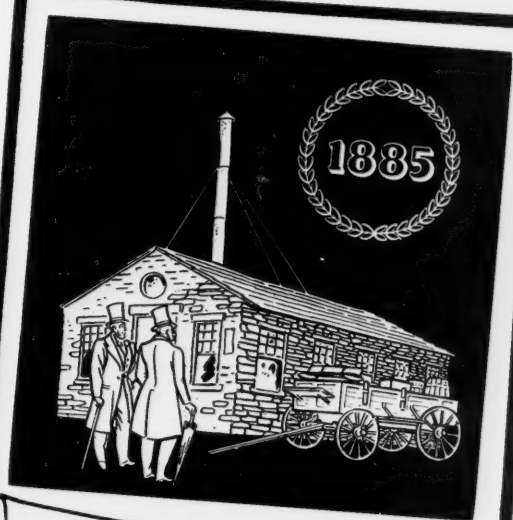


The first really satisfactory cap for sealing
and re-sealing oval pouring spouts. Makes
a positive seal at all points of the spout,
even at the pouring point. Easy to remove,

easy to replace. Ideal for products that
present a pouring problem. Full informa-
tion, samples and prices are available.



"WHEN IT'S EASY TO POUR—IT'S EASY TO SELL"



DO YOU KNOW—

A new era in the manufacture of adhesives
began in 1885, when Messrs. Jungbluth and
Weingartner founded The Arabol Manufac-
turing Company. Their small factory in New
York City, one of the first practical establish-
ments for the production of glues and pastes
from cereals, has developed into an organi-
zation whose products are used throughout
the world. True to the ideal of the founders,
Arabol's guiding principle is still the pro-
duction of the finest adhesives. To meet the
exacting requirements of modern industry's
special adhesive problems, Arabol today
produces over 100 standard grades and over
1000 special qualities of fine adhesives!

BE SURE IT SUITS YOUR PURPOSE

ARABOL
MANUFACTURING COMPANY

Established  1885

110 EAST 42nd STREET, NEW YORK
54th AVENUE & 18th STREET • CHICAGO, ILL.
39 STERLING STREET • SAN FRANCISCO, CAL.

Offices & Warehouses at Boston and Philadelphia

chart. As might be expected, the largest amount spent for canned grapefruit was found in the highest bracket.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....		\$0.16	\$0.21
Kansas City.....			.10
Minneapolis-St. Paul.....		.05	.21
St. Louis.....		.16	.16
Salt Lake City.....	.10	.10	.52
New York City.....		.05	.26
Average (not weighted).....	.02	.09	.24

Canned Peaches

Even families in the lowest income group spend substantial amounts for canned peaches—in one instance, more than families in the next higher group. Nevertheless, purchases seem to rise steadily with higher incomes.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$1.14	\$0.78	\$1.25
Kansas City.....	.52	.62	1.20
Minneapolis-St. Paul.....	.16	.21	.42
St. Louis.....	.26	.88	1.35
Salt Lake City.....	.16	.21	.42
New York City.....	.16	.36	.68
Average (not weighted).....	.40	.51	.89

Canned Pears

Increase in purchases of canned pears is nominal as between the lowest and middle group. Real rise does not appear until the higher income group is reached.

	Family Expenditure for Food per Year		
	Under \$400	\$400-\$600	Over \$600
Denver.....	\$0.31	\$0.26	\$0.31
Kansas City.....		.16	.16
Minneapolis-St. Paul.....			.26
St. Louis.....	.10	.10	.21
Salt Lake City.....	.16	.10	.10
New York City.....	.05	.05	.31
Average (not weighted).....	.10	.11	.23

MILK DELIVERY CONTROVERSY

(Continued from page 36)

their formal statements to the press, that reduced cost to the consumer will not affect the price for milk paid to the farmer, which is regulated under the Federal-State Marketing Order. Neither is it planned to reduce the wages paid distributor employees. "On the contrary," states the Borden Co. news release, "the change will make it possible for delivery men to earn increased compensation."

Advantages claimed for the new container and distribution system by The Borden Co. include: "1. Elimination of loss from lost and broken bottles—40,000 bottles per day in our operations alone. 2. Elimination of time and effort required to collect and handle empty bottles—approximately 25 per cent of our drivers, time—and devotion of drivers' full time to selling and delivery, with less physical effort. 3. Elimination of



Two types of 2-qt. glass bottles being used experimentally in the Chicago region. Savings on 2-qt. purchases, similar to those effected in New York, are offered the consumer where these bottles are utilized.

expensive bottle washing machinery and its operation and maintenance. Twenty-two minutes is required to wash each bottle. 4. Elimination of ice waste in refrigeration of product on our delivery vehicles. We use more than 100,000 tons of ice in delivery annually. The new container can be insulated and refrigerated far more efficiently and more economically than glass bottles. 5. Reduction in operating cost, maintenance and depreciation of vehicles due to lighter loads. Milk in fibre containers weighs only 40 per cent as much as milk in glass. Saving in space displacement alone is more than 50 per cent. 6. Finally, we know that lower prices almost automatically bring greater consumption and we hope, truthfully, to effect fractional savings due to increased volume."

On the other side of the controversy, the Glass Container Assn. of America issued the following claims in favor of the traditional glass package: 1. Every-other-day delivery alone, not the type of container used, explains the discount offered by the new scheme. The distribution issue is entirely distinct from the container issue. The scheme of every-other-day delivery using glass bottles has been for some time in operation in other markets, resulting in a decrease in delivered price and an increase in consumption—a real contribution to the



*The United States Ptg. & Litho. Co.
Cincinnati, Ohio.*

Gentlemen:

We want you to know that we realize you have developed many boxes for us that possess the convenience and economy of folding cartons plus the advantages of the set-up boxes which we formerly used. Our SOLITARY CHECKERS box is a case in point—and besides, the design you made is helping to sell the product.

(Signed) THE AKRO AGATE CO.

*Ralph Heatherington
Sales Manager.*

The UNITED STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

AMERICAN LITHOGRAPHIC DIVISION
ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
DONALDSON LITHOGRAPHING DIVISION
ERIE LITHOGRAPHING & PRINTING DIVISION
PALMER ADVERTISING SERVICE DIVISION
W. F. POWERS DIVISION
THEO. A. SCHMIDT LITHOGRAPHING DIVISION

Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.

Talcum Powders

HERE are just a few of the many shapes and sizes of Talcum Powder cans which Continental makes for the Industry. A variety of closures are available also.

Add to these practical factors a colorful design skillfully lithographed by Continental and the result will be an attention-compelling sales package.

A representative will be glad to discuss your requirements or help you with your packaging problem.

C

CONTINENTAL CAN COMPANY

New York • Chicago • San Francisco • Montreal • Toronto • Havana

solution of milk distribution problems. This system recognizes the obvious fact that the unit of delivery costs is not the number of quarts delivered, but the number of stops made by the driver. The experience of dairies, corroborated by careful time studies, has shown that two or more quarts can be delivered in practically the same time required for the delivery of a single quart, including the time taken in picking up empty bottles.

2. Reports from other markets show that a greater differential was given by the dairies using the $\frac{1}{2}$ -gal. glass bottle than is being offered by the dairies distributing $\frac{1}{2}$ -gal. paper containers in the New York market. Differentials on both types of $\frac{1}{2}$ -gal. containers, at this time, are admittedly experimental.

3. New York consumers would save several thousand dollars a day if every-other-day deliveries are made in two 1-qt. glass bottles rather than 2-qt. paper containers.

4. Glass bottles, used many times, result in lower container costs to the dairy than the paper container, used but once—less than $\frac{1}{4}$ cent per glass quart compared to approximately 2 cents for the 2-qt. paper container. It is assumed because the paper container can—and indeed, must—be thrown away after a single filling, that it represents little or no cost compared with the glass cost. This, of course, is untrue. The U. S. Department of Agriculture has determined that the average milk bottle makes 32 trips between dairy and consumer. Borden's claim of a 40,000 daily bottle loss in the New York Metropolitan area is proof of the glass bottle's economy when Borden's daily volume of about 1,000,000 qts. is considered. This means that Borden obtains about 25 trips from its bottles. If the nation's milk was packaged in paper containers last year, the dairyman's bill for new containers would have been \$160,000,000—over 13 times the cost of replacement of glass bottles.

5. Claims of economies in the plant handling and delivery of paper containers, frequently over-stated, do not in total counterbalance the great original economy of glass as a container.

6. Milk in paper containers, introduced in New York in 1935 at 1 cent below bottled milk, was selling by 1938 at 1 cent more than bottled milk because the comparative costs of the two containers had forced the change.

7. The investment required for new paper container equipment, announced as \$300,000 by one dairy, is beyond the reach of all but a few New York dairies.

8. A few of the qualities of a milk container which contribute to sales and which are not mentioned in the advertising and publicity for the new paper container distribution are: a. Visibility of contents; b. Full, legal measure; c. Visibility of cream line; d. Strength and storageability; e. Protection of flavor.

This latest development in the New York City milk situation follows closely upon an experiment begun six months ago by Sheffield Farms Co. in Rockland County, N. Y., in which the 2-qt. container was tested for consumer response and to iron out possible handling and distributing kinks. The manufacture of the containers, while already on a sufficient scale to supply a large sec-

tion of the New York City market, is still limited by lack of available facilities so that neither company is—as yet—serving all sections of the city's five boroughs with the new "paper bottles."

Meanwhile, in Chicago, the Borden-Wieland Co. has been experimenting with a 2-qt. glass bottle equipped with a heavy wire handle. The concern charges 20 $\frac{1}{2}$ cents for two quarts delivered at the home. This is at the rate of 10 $\frac{1}{4}$ cents a quart in contrast with the general price for home delivered milk of 13 cents a quart, a differential of 5 $\frac{1}{2}$ cents per half gallon glass unit.

The New York innovation has not met with unqualified approval, both labor groups and consumer organizations having protested against certain aspects of the changed situation. Largest protests have come from so-called independent distributors whose facilities do not permit the use of the new container at the present time. They maintain that price reduction does not reflect actual lowering of distribution costs, but, rather, represents an attempt to secure a larger share of the market and to "freeze out" independent distributors through price competition unjustified by lower costs.

Advertisements announcing the 2-qt. paper container feature primarily the price economy offered the consumer. Secondary features emphasize, in subordinate portions of the advertisements, saving of refrigerator space, no drip pouring, elimination of bottle washing and ease of disposal of the huge package. The Borden advertisement offers consumers a savings bank into which may be deposited the pennies saved through the lower cost of milk as distributed through the new containers. This bank is a $\frac{1}{2}$ pt. reproduction of the larger container, the pouring mouth of the container being replaced by a coin slot.

Credit: Paper containers as used in New York City manufactured by the American Can Co.

NO MORATORIUM ON IDEAS

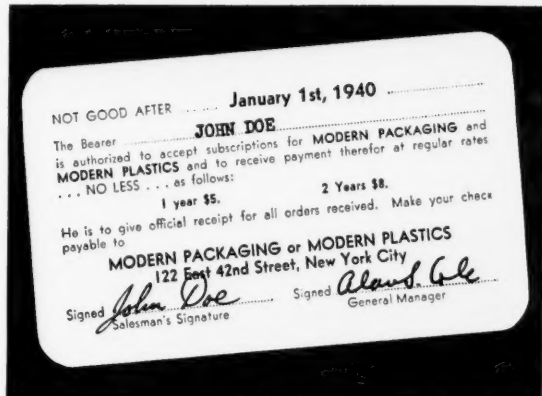
(Continued from page 32)

set in the die-cut base. A gold foil-covered cardboard pillar rises in the center and is surmounted by a red and white striped tin awning. Affixed to the bottle necks by small chains are a variety of miniature charms to increase the novelty of the tiny merry-go-round.

Among its suggestions for Christmas gift giving, Maison Jeulle includes a decorative replica of an old-fashioned hob-nailed glass bottle. Accompanying this container is a 3-lb. tub of bath salts. Thus the bottle can be refilled from the 3-lb. tub and the closure on the hob-nailed containers is designed to serve admirably as a scoop. The bath salts container is a giant sized paraffined cup, the wax coating protecting the salts against drying out and losing their scent.

SUBSCRIPTION WARNING

Pay your subscription agent only if he has our *Authorization Card* dated *January 1, 1940*.



Make checks payable to

MODERN PACKAGING

Chanin Building, 122 E. 42nd St., New York, N. Y.

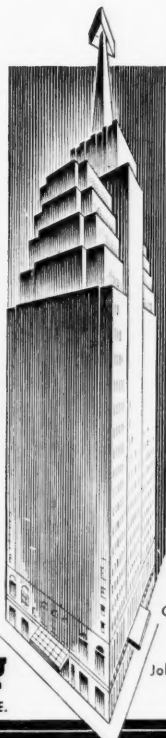
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to Heighten the Joy of
Living*

LINCOLN HOTEL

● Live like a king when you visit New York. Stay at Manhattan's Mighty Hotel Lincoln, superb in every detail of location, luxury and hospitality.

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44th TO 45th STS. AT EIGHTH AVE.



**1400
ROOMS**
Each With Bath
Shower And
Cabinet Radio

HOME OF
THE FAMOUS
BLUE ROOM
Outstanding
Music And
Entertainment

Ownership Management
MARIA KRAMER
President
John L. Horgan, Gen. Mgr.
HOTEL EDISON
Same Management

LACQUER VARNISH and GUM and WAX COATING for

Labels
Wraps
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Displays

and other printed matter

Boxmakers, printers, as well as pack-
age users come to Lowery and
Schwartz for a superior paper coating
service. Lowery and Schwartz have
the efficient, specialized machinery,
the long experience, and the skill
that assures high quality, prompt de-
livery and low cost.

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HOTEL CHELSEA

For
*Recreation
Or Relaxation*
Choose the Chelsea

FROM
WITH
MEALS
& BATH
ROOM
ONLY
& BATH
Per Person
2 (as a Room)

Here you will find everything to fur-
ther your comfort and enjoyment—
outside ocean-view rooms . . . sun
deck . . . beautiful dining room at the
ocean's edge . . . superb cuisine . . .
varied sports . . . and entertainment.
You'll like your fellow guests . . . and
the delightfully friendly atmosphere
of The Chelsea.

Special Weekly Rates.



ATLANTIC CITY

JOEL HILLMAN • J. CHRISTIAN MYERS • JULIAN A. HILLMAN

BREAKING THE BREAKAGE BUGBEAR

(Continued from page 25)

vial or ampoule. A flick of the finger and both halves of the top fall back.

Through redesigning the construction of its suture vial box, Davis & Geck not only realized a saving in breakage costs—the newly designed box has been reported to have reduced breakage almost to zero—but effected two additional savings. It has been found that the new container costs less than the box it replaced and the cost of filling it has likewise been reduced.

Credit: Box produced by the Dennison Manufacturing Co. Vials by Kimble Glass Co.

CHEESE NOW PACKED IN CANS

(Continued from page 34)

because of the close adherence of the wrap. In the processing, the cheese is heated to a high enough temperature to destroy most of the bacteria present and to destroy the enzymes. Thus ripening is stopped.

Certain desirable qualities, however, are to be found only in unprocessed cheeses and thus, until the advent of a suitable package, it was not possible to widely distribute cheese of this type on a basis competitive with the processed cheeses.

Today, however, such companies as the Great Atlantic & Pacific Tea Co., the Lantz Sliced Cheese Corp., the Dairy Cooperative Assn. of Portland Oregon, the Consolidated Dairy Products Co. and others are producing Cheddar cheese which is packaged, sliced and unprocessed in 12-oz. and 2-lb. consumer cans. Swiss cheese is being packed by the Godfrey Lengacher Co. in 5-lb. cans, designed to be opened in the store just prior to distribution to the consumer in smaller segments.

The product, it is claimed, is of the highest quality and the method of packaging affords the grocer substantial savings. He is no longer confronted with loss through crumbling, drying or mold. Since the product is sliced prior to insertion in the can, the grocer is further saved the trouble of handling and slicing the product.

For the housewife, similar conveniences are claimed. Storage of the product in the can (when consumer cans are used) may be carried on in the ice chest indefinitely and larger purchases may thus be justified. Factory slicing assures a neat and convenient form for the product. Access to the product is simplified by the use of a key, assembled as part of the can.

Price comparisons as between the unpackaged and the packaged varieties are difficult due to seasonal and other changes in cheese prices. While unpackaged bulk cheese

undoubtedly costs the retailer less, he must allow for loss due to paring of rind, mold, removal of brandings and of cheese cloth overwraps and losses in weight due to the drying out of the product while awaiting sale. This loss has been estimated as high as from 25 per cent to 33 per cent. As against this, the packaged cheese must carry the cost of the can itself and of the canning process, estimated by the Bureau of Dairy Industry to run from 2½ cents to 5 cents per pound. Since the usual wholesale price of cheeses of this type in unpackaged form is in the neighborhood of 40 cents, it will be seen that the cost of packaging is substantially less than the loss which may be anticipated when unpackaged cheese is subjected to the hazards of distribution.

GIFT PACKS EARN DISPLAY

(Continued from page 40)

an all-over pattern on the carton. Reproductions of the coat-of-arms adds a further interesting note to the design. The background color is a royal blue with the figures in several colors on a gold background.

The Calvert Special package, less regal in appearance, has as its theme the various activities and hobbies of the men who may receive the package as a gift. Against a background of red, the spot illustrations of men bowling, hunting, golfing, etc., stand out vividly.

Both the Special and Reserve whiskey cartons are so designed as to offer striking display on store shelf or in store windows. The all-over pattern is lithographed on each carton in a manner that permits a group of cartons, standing adjacent to each other, to have the appearance of one continuous pattern.

History repeats itself pictorially on the Old Drum gift cartons. Military drummers in uniforms which correspond to major periods in the development of the country's history are illustrated on the back and front panels of each carton. Four different periods are illustrated, thus making for interesting mass display effects. The original paintings from which these illustrations were reproduced in full color are the work of Ed Couse, noted artist and authority on military costumes. The top flap of the carton provides space for the name of the recipient of the gift and that of the donor. The sides of the package carry recipes for various whiskey drinks and separating each recipe is the Old Drum trade figure which has been utilized in all Old Drum advertising as a means of brand identification.

It is interesting to note that though each of these packages embody gift atmosphere and are appropriate for the Christmas season, none of them employ the traditional mistletoe, berry or holly wreath as design elements. Thus the dealer may sell these packages after the Christmas season is over as regular sales packages.

Credit: Book package produced by Van Dyke Products Co. Old Drum, Special and Reserve cartons produced by the Container Corp. of America.

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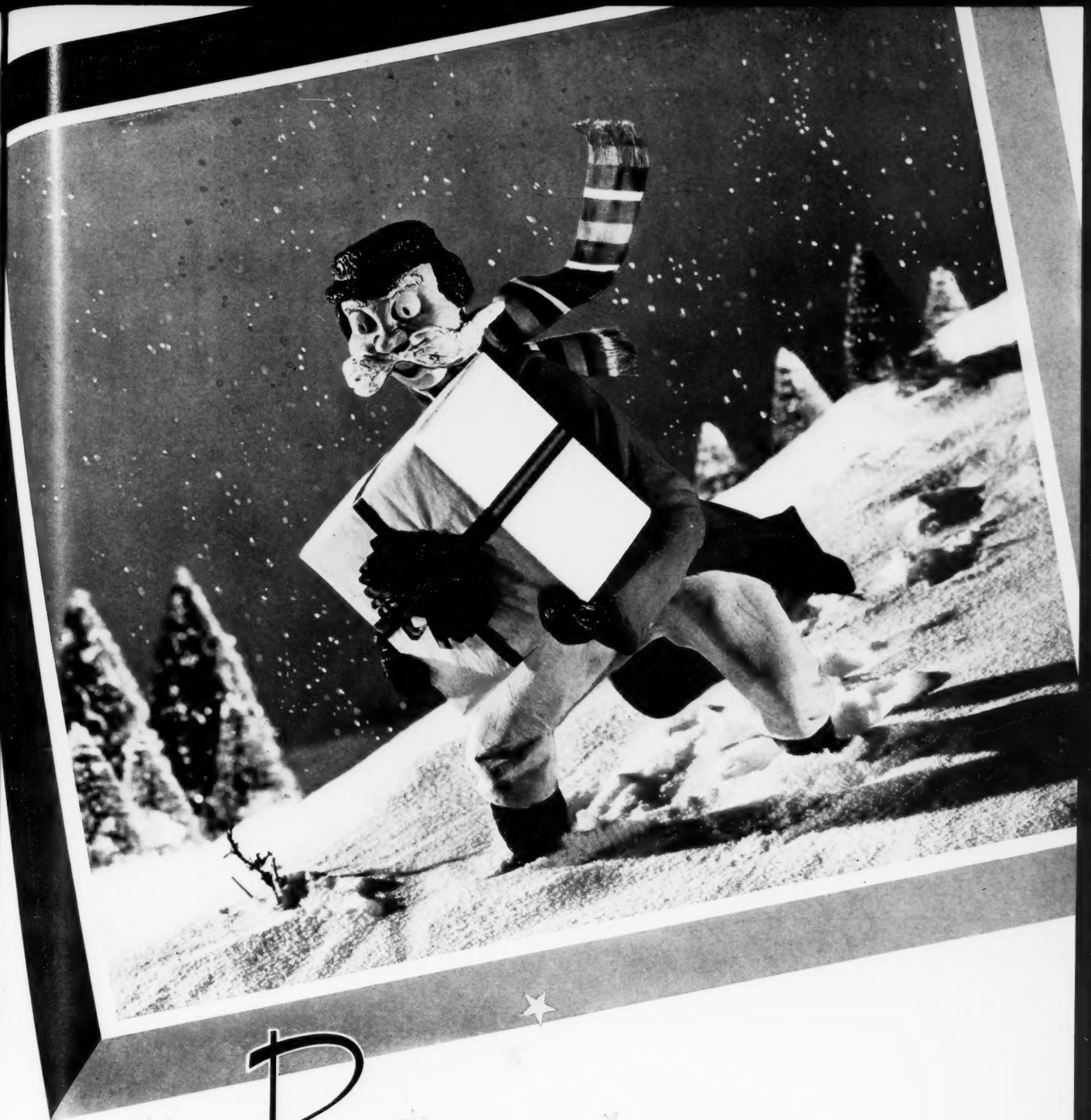
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SELLING ZONES have "VUEPAK" boundaries



"VUEPAK" Package (Above)
for Daggett & Ramsell by
Wallace Paper Box Corp.

"VUEPAK" Display (Right)
for Houbigant products by
Display-Rite Division of
Diamond Press.

A good definition of a "VUEPAK" display or package is: "A *selling zone*, bounded by *transparency*." And, to manufacturers of products in which appearance and visible quality are major selling factors, this "VUEPAK" selling zone is of prime importance.

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